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Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · AVIATION · PARTS · ACCESSORIES · TIRES

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PUBLIC LIBRARY SEP 23 1930 DETROIT

CAR SALES OFF SHARPLY IN AUGUST

Cadillac 12 Prices Range From $3,795 to $4,896; Ready Early in October

Roadster, Phaeton, All-Weather Phaeton, Three Coupe Models and Four Sedan Body Styles Are in the Line

DETROIT, Sept. 18.—L. P. Fisher, president of the Cadillac Motor Car Company, today released the prices on the new line of Cadillac twelve-cylinder models, which are to be shown early in October.

The prices, which are F. O. B., are: Roadster, $3,945; phaeton, $4,045; all weather phaeton, $4,896; two passenger coupe, $3,795; two-passenger convertible coupe, $4,045; five-passenger coupe, $3,895; five-passenger town sedan, $3,945; five-passenger sedan, $3,895; seven-passenger sedan, $4,195; seven-passenger imperial sedan, $4,345.

The gasoline war which started here within the past week is raging. Following the first cut of 3 cents, another 2½ cents was topped off today. The 3 cent cut effected the whole state, but the last one applies only to Detroit and in some cases Flint. Gasoline now sells here for 14.4 cents, including tax. In the fight are Sun Oil, White, Star, Standard, Shell, Sinclair, Texas, Paragon and Cities Service. Texas also reduced the price of its high compression gas 2½ cents, bringing it down to 17.3 cents.

It is said to be a fight on the part of the organized companies to drive out the independents. The charge is made that of late there have been huge quantities of "distress" gasoline selling in tank car quantities to independent dealers at greatly reduced prices, put on the market.

KELLY-SPRINGFIELD SUIT FOR RECEIVER DISMISSED

Jersey City, N. J., Sept. 18.—Vice-Chancellor Fallon yesterday dismissed on its merits the suit brought by James A. Kelly, a common stockholder, for a receivership of Kelly-Springfield Tire Company.

Counsel for Mr. Kelly, who has sought a receivership for the Kelly-Springfield Company, asked permission of Vice-Chancellor Fallon to retire from the case because of information provided by Judge Haight and other counsel for the company, which caused him to change his views.

U. S. EXPORTS SHOW INCREASE IN AUGUST

Washington, Sept. 18. — Exports of all products from the United States in August amounted to $300,000,000, as compared with $266,628,000 in the preceding month, a very encouraging increase, according to announcement by the Department of Commerce. The exports continued to run below a year ago, however, the total comparing with $380,000,000 in August, 1929.

In the first eight months of the year, the United States imported more gold than it exported and had a net gain of $183,279,000 in gold for that period.

While segregated export figures for August are not yet available, it is assumed here that the automotive industry participated in the uptrend.

FORD ANNOUNCES DE LUXE PACKAGE DELIVERY MODEL

Detroit, Sept. 18.—Introduction of a new de luxe delivery car has been announced by the Ford Motor Company. This car, designed for small shops, tailors, dry cleaners, and in general for the delivery of small articles, is similar to the tudor passenger car, but it is fourteen and a half inches longer. There are panels instead of side windows in the rear compartment.

Standard equipment includes a side wheel carrier and spare wheel, rear view mirror of the type used on closed cab commercial cars and trucks, rustless steel radiator shell and dome light. The car may be had in any one of several color combinations.

MARMON SEPTEMBER ORDERS RUN AHEAD OF SEPTEMBER, 1929

Indianapolis, Sept. 18.—During the past three weeks orders for immediate shipment have been received at the Marmon factory in larger numbers than last year and present indications point to an equal or greater volume of domestic shipments this month compared to September, 1929.

This statement is issued by George C. Tenney, Marmon general sales director, who reports that in the first fifteen days of September orders received from the United States and Canada were nearly three-fourths of the September, 1929, totals.

Not only is present activity running ahead of last year, but a September total in excess of any month this year since April is practically assured, Mr. Tenney said. The Marmon factory is being operated on a full time basis in most departments and at a rate of greatly increased activity in others.

The greatly increased domestic

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NEW BODY COMPANY FORMED AT LANSING

Lansing, Mich., Sept. 18.—Formation of a new $200,000 automotive body concern here was announced by the secretary of state's office yesterday, when corporation franchise papers were granted to the Luce Manufacturing Company.

The new firm takes over all commercial body and metal stamping operations of the Hugh Lyons & Co., manufacturers of display fixtures and truck bodies. It is to be located in the Hugh Lyons buildings, which have been used for body and stamping manufacturing.

Homer D. Luce, vice-president of Hugh Lyons, becomes president of the new corporation. Other officers are George H. Hopkins, vice-president, and Carroll L. Hopkins, secretary-treasurer. This trio, together with Julia Hopkins, Mary Runnels and Robert G. Runnels, makes up the board of directors.

One of the most substantial contracts which go with formation of the new concern is the Reo truck body contract, since the Hugh Lyons company has been building bodies for Reo Speed Wagons for the last ten years. Capitalization of the Luce Manufacturing Company, according to the secretary of state, shows $1,000 paid in and 14,673 shares of Hugh Lyons stock, valued at $199,000.

EFFECTS OF DROUGHT FELT IN AGRICULTURAL STATES

Field Reports Show Rebound in September; Returns From Fourteen States Show 33% Drop Last Month From July

NEW YORK, Sept. 18.—Retail sales of new passenger cars in August were off sharply from July and probably touched bottom for the year, it is indicated by the registration returns received from thirteen states and the District of Columbia for last month. Field reports received over the past few days indicate that sales turned upward in September.

It is evident from the early returns that the agricultural states suffered the most in August, the full effects of the drought having been felt in that month.

The returns received thus far indicate that the total August registration will approximate that for January, when the total was 180,000. The July total was 254,000 and if the complete returns show a 32 per cent. drop in August from that month, the August total would be considerably below the 180,000. It is thought, however, that the decline will be closer to 25 than 32 per cent., in which case the January total may be equaled or beaten.

The new car registrations in the first states to report and the District of Columbia amounted to 37,328, as compared with 72,155 in the corresponding period of last year for he same states, a decline of 48 per cent., and comparing with 55,612 in the preceding month, a seasonal falling off of 32 per cent.

Following are the registration returns received thus far, with comparative figures:—

	August 1930	August 1929	July 1930
Arkansas	1,405	3,362	3,937
Connecticut	3,498	5,108	4,127
Delaware	620	832	636
Illinois	12,113	24,706	16,883
Maryland	2,897	5,015	3,269
Minnesota	4,199	8,725	6,790
New Hampshire	799	1,208	1,131
No. Dakota	452	1,293	1,140
So. Carolina	1,417	3,248	1,720
So. Dakota	1,297	2,433	2,141
Utah	430	1,364	954
W. Virginia	2,089	3,959	3,279
Wisconsin	4,199	8,311	7,385
Dis. of Columbia	1,913	2,519	2,235
Totals	37,328	72,155	55,612

CAMPBELL-EWALD CO. TO HANDLE CADILLAC'S ADVERTISING WORK

Cadillac, Sept. 18.—The Cadillac Motor Car Company officially announced today that the Campbell-Ewald Company has been retained as its advertising counsel, effective January 1.

Two well-deserved promotions were declared in the same statement. W. W. Lewis has been advanced from the position of assistant general sales manager and director of advertising of Cadillac to the staff of the advertising section of the General Motors Corporation, which is under the direction of D. P. Lewis.

Cadillac advertising work has been handed over to Truman F. Campbell, assistant director of advertising, who now becomes Cadillac's advertising manager. Mr. Lewis had been with Cadillac for eight years, going to that company from Peerless, where he had been assistant sales manager. He started with Cadillac as district manager, working out of Cincinnati. From there he went to the factory on sales promotion, being given the title of assistant sales manager and director of advertising a year and a half ago.

Mr. Campbell also has a long term of service with Cadillac and with Paige-Detroit in 1920 and 1921. He served five years with the Chicago Cadillac branch on advertising and sales promotion, going to the factory in April, 1927, on sales promotion work. His next advancement, to the title he is now giving up, came in December, 1929.

Tire Dealers to Fight Oil Station Competition

New York, Sept. 18.—Measures to combat the competition resulting from the recent decision of the Standard Oil Company of New Jersey and affiliated companies to sell automobile tires at their service stations were taken last night at a mass meeting of the Greater New York Tire Dealers' Association at the Hotel Pennsylvania.

Means of meeting competition of national mail order houses selling tires, the retail outlets of several large tire manufacturing concerns and of direct sales to large corporations and firms also were considered by the dealers' organization.

Ninety of New York's largest tire dealers, whose volume of sales is said to be millions of dollars a year, attended the meeting.

More extensive sale on a nation-wide basis of their own brand of tire, co-operatively marketed, was urged last night as one of the best means for meeting the situation.

Abolition of "abuses," such as varying rebates, price-cutting, re-

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TODAY

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L. A. Miller Sees Signs Of Real Business Upturn

TOLEDO, O., Sept. 18.—"Willys-Overland's notable 30 per cent. August increase over July in unit sales, accompanied as it was by the first general improvement in car loadings and steel tonnage, indicates to us a definite and encouraging upturn," President L. A. Miller of the Willys-Overland Company said here today.

"Statistics of saving deposits, coupled with some gain in employment generally, indicate an improvement in purchasing power, production and sales.

"Merchandise stocks generally, not only in the automotive field, but in various lines, are very low and there is sound reason to believe that the shipment of delayed orders for finished goods and heavy wheat shipments from the crop area may continue the upswing in traffic contribution to railroad income.

"After a prolonged depression, such as we have had, there comes a time when a positive upturn in business is inevitable.

"Estimates indicate that passenger

(Continued on Page 2)

Tire Dealers to Fight Oil Station Competition

(Continued From Page 1)

duced prices of tires for employees of large corporations buying through their purchasing agents and other practices, was recommended and adopted without dissent.

While criticism was leveled at the rubber companies for fostering competition against the independent dealer, several speakers last night declared the dealers "ought to do some housecleaning of our own" to merit the confidence of the manufacturers and the public.

J. S. Siskind, head of the Arrow Tire Company, 920 8th Ave., declared:—

"It must be admitted that the tire dealers are also at fault in the present situation, otherwise manufacturers would not be looking elsewhere for sales outlets. We must establish a consumers' price list to overcome the suspicion that we are a 'gyp' business."

Speaking of the condition of the retail tire business, L. A. Brown of M. Myers, Inc., 216 West 48th St., urged that "tire dealers refuse to do business with manufacturers who placed the independent dealer at a price disadvantage in the present trade situation."

George J. Berger, president of the United Tire Stores Corporation of America, who presided at the meeting, complained that national mail order houses were selling tires at about 25 per cent. below standard prices. The sales of tires through mail order houses within the last year, it was estimated, exceeded $50,000,000.

A price-cutting war among leading rubber manufacturers also was cited by some of the dealers as being a contributing cause of present unstabilized conditions in the local trade.

TRANSPORTATION STORY SHOWN IN WINDOWS

Philadelphia, Sept. 18.—"The story of Transportation in America" is the name given to a panoramic exhibition of the history and development, shown by stages of progress, of transportation facilities in this country, that is drawing crowds to the department store of Gimbel Brothers this week. Its aims are educational, and on the committee are notables in the fields of transportation and education.

Among those in the former group are Gen. W. W. Atterbury, president of the Pennsylvania Railroad Company; Daniel Willard, president of the Baltimore & Ohio; Agnew T. Dice, president of the Reading Company; R. T. Page, Jr., president of the Autocar Company; James W. Rawle, vice-president of the J. G. Brill Company; Dr. A. A. Mitten, chairman of Mitten Management; L. R. Parry, city manager of the Railway Express Agency, and H. F. Pitcairn, president of the Pitcairn-Cierva-Autogiro Company.

Fifty-eight bulk windows of the department store have been devoted to the exhibition, which consists largely of lifelike tableaux representing stages in the evolution of transportation.

BRILL SHIPS LARGEST RAIL MOTOR CAR TRAIN

Philadelphia, Sept. 18. — Shipment of the longest and most powerful rail motor car train propelled by a single gas-electric power plant, was made here, September 13, by the J. G. Brill Company to the Gulf, Mobile & Northern Railroad, for service between New Orleans, Slidell, Covington and Bogalusa, in southern Louisiana. The train consists of a Brill Model 860 motor car and four trailers, two of straight passenger type, one a combination passenger and baggage type and the other an observation car. Seating accommodations provide for 318 passengers. An additional motor car was included in the shipment. Both motor cars are powered by a Brill eight-cylinder gasoline engine and General Electric generator and, including an auxiliary plant for starting and lighting, develop 550 horse power each.

MARMON SEPTEMBER ORDERS RUN AHEAD OF SEPTEMBER, 1929

(Continued from Page 1)

activity is being augmented by a substantial volume of export business, which was given a decided impetus in mid-month by a single order for fifty cars from the Marmon distributor in Buenos Aires, who, regardless of revolution in the Argentine, is making preparations for undiminished sales.

Retail sales of Marmon cars throughout the country are showing a distinct increase this month, Mr. Tenney reported, reflecting not only an improvement in general conditions, but greater activity on the part of distributors and dealers themselves. The Marmon sales director, who has just returned from an eastern trip, and other factory executives now traveling in various parts of the country report many evidences of the long-heralded business and industrial revival.

REYNOLDS SPRING CO. REPORTS NET LOSS

New York, Sept. 18.—The Reynolds Spring Company and subsidiaries report for six months ended June 30, 1930, net loss of $96,046 after depreciation and interest. This compares with profit before federal taxes of $127,651 in the first half of 1929.

For the quarter ended June 30 net loss amounted to $80,029 after above charges, comparing with net loss of $16,017 in preceding quarter and profit before Federal taxes of $81,829 in June quarter of previous year.

The consolidated income account for the quarter ended June 30, 1930, follows: Sales, $1,314,756; costs and expenses, $1,357,942; operating loss, $43,186; other income, $37,298; loss, $5,888; depreciation, $61,632; interest, $12,509; net loss, $80,029.

The consolidated income account for the six months ended June 30, follows: Sales, $2,564,284; costs and expenses, $2,577,564; operating loss, $13,280; other income, $66,233; total income, $52,953; depreciation, $122,949; interest, $26,050; net loss, $96,046.

OTHER FINANCIAL NEWS

CITIES SERVICE

Net earnings of Cities Service Company, for the twelve months ended August 31, 1930, were $57,110,650, a new high record for any twelve months in the history of the company and an increase of 47 per cent. over the net earnings in the year ended August 31, 1929. Net earnings in the first eight months of this year show a gain over the corresponding period of last year of more than $13,500,000.

SPARKS-WITHINGTON

The listing of 228,861 additional shares of the common stock of the Sparks-Withington Company on the New York Stock Exchange has been approved by the governing committee. This stock is being issued in connection with the acquisition by Sparks-Withington of the Cardon-Phonocraft Company.

VLCHEK TOOL COMPANY

The Vlchek Tool Company has cut the dividend for the second time this year. The new rate is 12½ cents for the quarter. Starting the year with a rate of $1.60 per annum, the dividend was cut to $1 and now to 50 cents. Business was reported slow, but the company's financial position is strong. As of July 31 current assets were $669,600 and current liabilities approximated $100,000. Assets include $305,000 of Liberty bonds, $50,000 cash and $190,000 in inventory.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

MILLER SEES SIGNS OF BUSINESS GAINS

(Continued from Page 1)

cars in the hands of dealers were reduced another 10 per cent. during the period from the middle of July to the middle of August. The storerooms of thousands of motor car dealers throughout the country are virtually bare of new merchandise. Production of motor vehicles for the first seven months declined 33 per cent. over 1929.

"To careful students of the automobile industry, these figures, coupled with present signs of improvement, suggest alert watchfulness for the possibility that the automobile industry may again become the leader in the revival of industry and provide a powerful stimulus to the entire business world.

"The year's consumption of gasoline indicates an actual increase in automobile mileage this year. The experience of credit companies indicates little or no diminution in the use of motor cars. The continued expansion of suburban development of our cities, which is still in its infancy, has provided no reduction in the wearing out of automobiles now in existence. Perhaps a hundred billion miles of wear and tear have gone into the automobiles in use during the past twelve months.

"America is on wheels, and the world is rapidly increasing its dependence on motor transportation. The past year has cleared out stocks and is now beginning to create a vacuum in the supply of motor transportation.

"It is entirely possible that we are near the threshold of an upturn from a surplus supply to a surplus of demand for automobiles. As the turn comes, the effect on our whole industrial situation may be more noticeable than we now expect.

"The automobile industry in itself is the largest employer of skilled labor in the country. Men added from time to time to the Willys-Overland and other motor companies' pay rolls will increase the employment of railroads through car loadings, of steel mills, of fabric mills, of die and casting plants, of aluminum foundries, of rubber companies, of lumber mills, of tool makers, of glass factories and scores of other industries which depend upon those here enumerated.

"The activity of dealers in selling these cars increases the income of salesmen, of clerical forces, employees of credit and insurance companies, banks, etc. It furnishes buying power for grocers, bakers, clothing merchants, and in turn starts further production and further employment of manufacturers supplying all of these trades.

"If the demand for motor transportation is sufficiently powerful during the next sixty days, the improvement in employment thus begun in the automotive industry doubtless will carry through the remaining months of the year and help give that positive, permanent up-turn to business conditions, out of which will grow the optimism necessary to carry business forward on another swing of prosperity.

"I am urging the 5,000 dealers in the Willys-Overland organization, and I know other automobile manufacturers are urging their dealers, to make an extraordinary effort at this pivotal time to see those buyers who are logically going to be in the market for new transportation some time within the next few weeks or months. The few purchases made now in each little community, which might as easily be made now as later, may conceivably turn tendencies toward improved conditions into an actual tide of buying and advance considerably our coming period of new prosperity."

COTTON-CLEANING MACHINE PATENT TO TIRE MAKER

Charlotte, N. C., Sept. 18.—Eugene C. Gwaltney, vice-president and general manager of the Morgan Mills, which manufacture tire fabrics, has been granted a patent on a cotton-cleaning machine. The patent, it is said, covers the combination of a condenser and a picker arranged at an angle to the longitudinal axis through the condenser, other than a right angle, and in communication with the condenser.

SPARKS from DETROIT

No Hush-Hush Here

* * *

Mathis, Matees or Matys

* * *

At Dawning

LAWRENCE P. FISHER, the president of Cadillac, is not much of a believer in the policy of "hush-hush" that so many automotive executives seem to believe is a necessary adjunct of doing business in the industry. When anything interesting is going to happen at Cadillac, Mr. Fisher doesn't hesitate for a moment to tell the world, and particularly us hard-working newspaper men, about it.

Last year when Cadillac had the sixteen-cylinder models on the way Mr. Fisher told us all about it some two months before the actual story was slated to break. Just so a few weeks ago with the new twelves. Mr. Fisher let us in on the secret although the complete description and pictures of the new Cadillac will not be ready until October.

Another instance: There had been a lot of loose conversation floating about alleging that Cadillac was getting ready to discontinue one of its eight-cylinder lines, either the La Salle or what is now the baby of this famous line. Mr. Fisher heard the rumors and promptly gave out a comprehensive story setting forth that his company was not going to dispense with either of its popular eight-cylinder lines. Directness and plain speaking are always relished by the downtrodden newspaper men, and Lawrence Fisher is likely to find himself a popular personage in publication circles now and hereafter.

* * *

SOME doubt seems to exist, here at any rate, as to just how the name of W. C. Durant's new infant, the French Mathis, should be pronounced. Officials tell me, ignoring the fact that I am a perfectly elegant French scholar, that Matees about represents the correct pronunciation. I can figure, though, that there are going to be vast sections of our well known country where the "th," as we say it, is going to come in for emphasis.

Executives of the company expect to get into production by December 1, as I noted in a recent story, and they fully expect to beat the 50,000 production that has been announced for the first year. The Mathis starts with one great advantage, and that is a magnificently equipped factory all ready to begin production. Perhaps that is a little strong. Any new car demands re-arrangement of machinery, new equipment and various other production details before actual output can begin, but the Durant plant at Lansing is a well furnished factory, which is considerably different from having to order complete equipment of new machines, etc., before getting to the job. The city of Lansing is very much delighted at the prospect of employment soon for several thousand workers.

* * *

WHEN the present business recession first descended on the United States, no other city in the country was quite so hard hit as Detroit. All Detroiters acknowledge this and some of them even take pride in it. The city's principal industry received a temporary body blow that paralyzed its industrial life. Every one was scared. There was an atmosphere of apprehension which could be felt in practically every office one visited.

Within the last week or so it seems to me that there is distinctly and definitely a better feeling throughout the city. The atmosphere in the various offices that I visit is noticeably more cheerful. People are beginning to feel, subconsciously perhaps, that we have passed the bottom and are on the way up. It would be hard to name chapter, book and verse for this, but as I say, one senses the dawning of optimism after months of unrelieved gloom. My guess is that before very long we shall definitely have signs of better business and that the general atmosphere of Detroit will get back to its accustomed cheerful looking-forward.

OMAHA DEALERS BUSY ON BUILDING PROGRAMS

Omaha, Neb., Sept. 18.—An unusually large number of building activities concerned with the automotive industries of this city are under way this week. W. A. Gordon is erecting a frame and stucco service station at Saddle Creek Boulevard and Douglas Street; Herbert Anderwood is building a service station at 30th and Charles Streets; C. V. Warfield is having a concrete block garage and storage building constructed at 2209 Military Ave.; E. E. Brogan is building a brick service garage at 18th and Jackson Streets, and permit has been filed for construction of the new Union Pacific bus garage at 22d and Leavenworth Streets. The general contract for the latter calls for expenditure of $112,500.

RYAN ASSISTANT SALES CHIEF OF N. Y. PIERCE-ARROW

New York, Sept. 18.—T. F. Ryan has been appointed assistant sales manager of the 57th Street, branch of the Pierce-Arrow Motor Car Company, to succeed J. F. Delaney who has resigned, according to an announcement today. Ryan has had many years of experience in the new car department.

BUS MAINTENANCE PROBLEM SOLVED BY ONE CORPORATION

Chester Valley Co. Runs a Dozen Routes; Philadelphia, Baltimore, Washington Line Is Latest

By K. H. LANSING

MAINTENANCE, as practiced by the Chester Valley Bus Lines, Inc., is a good example of a modern upkeep system applied to the units of a motorbus concern of medium size, operating both local and long distance routes, the latter only into nearby states. In order to understand the maintenance problems, it is necessary for the reader first to know something about the bus system's operation and general facilities.

Chester Valley Bus Lines, Inc., has its large headquarters building, containing general offices, shops and stockroom, at 212 West Market St., West Chester, Pa. The officers are: Eric H. Biddle, Haverford, president and general manager; Lawrence J. Morris, West Chester, vice-president; Ernest Kelly, Lansdowne, assistant general manager and treasurer, and Wayland H. Elsbree, Philadelphia, secretary.

The corporation has its West Chester waiting room at 113 North High St. It also has its own garage building, with waiting room, at 11th and West Streets, Wilmington, Del., and on its long distance route, uses the new Philadelphia Bus Terminal at 13th and Filbert Streets, under the Scarr Transportation Service management. It also has numerous other stations with ticket agents at various points along its routes.

In its Chester Valley area, the corporation operates eleven routes, including one West Chester local route, this group covering some 400 miles, and recently it added a Philadelphia - Baltimore - Washington route, making twelve routes in all. The runs in the Chester Valley district cover virtually all important places in Chester, Delaware, Montgomery and Berks counties in Pennsylvania, northern and lower Delaware, and some points in Maryland, service being largely over new and improved highways. Considerable chartered work is done for schools, athletic teams, fraternal orders, clubs and societies, and in summer many excursions are run on Sunday to Atlantic City and elsewhere.

In the Chester Valley area a fleet of thirty-seven units is operated, principally of Yellow Coach manufacture, divided among twenty-one-passenger Model X and Model W city service types; twenty-nine-passenger Model Z's, also city service, or street car type; twenty-nine-passenger Model Y parlor cars and one twenty-one-passenger Model W observation parlor car. One Reo twenty-one-passenger street car type bus is used in school transportation. About twenty-six of these buses are being operated constantly, the remainder being held in reserve, or being repainted, or rebuilt, or repaired in the West Chester shops.

On the long-distance or Philadelphia-Baltimore Washington route three Whites of Model 54, "Pullman of the Highway" type, coaches are engaged in steady runs, and in reserve for this route is a Model W Yellow Coach of parlor car type. All buses except the Whites are serviced and repaired in the West Chester shops, the latter being taken care of by the service department of the White Company, Philadelphia distributor. The units used in the Chester Valley are sport green, with petrol cream trimming, and the coaches on the Philadelphia-Baltimore-Washington route have maroon body, silver-pink belt and aluminum top, with both outside and inside baggage rails.

The average daily mileage for the entire fleet is approximately 5,000 miles. Operating costs, though not stated, are said to be among the lowest in the entire country for a bus fleet operated under similar, or approximately similar, conditions.

Following are the regular routes in the Chester Valley area:

Route A—Wilmington, West Chester, Pottstown, Reading.

Route B—West Chester, Chester, Aston Mills, Rockdale.

Route C—Media, Kennett Square, Oxford.

Route D—Wilmington, Kennett Square, via Hockessin.

Route E—Wilmington, Kennett Square, via Mendenhall.

Route F—Wilmington, Milford, Milton, Lewes, Rehoboth Beach.

Route G—West Chester, Strafford, Valley Forge, Norristown.

Route H—West Chester, Downingtown, Coatesville.

Route J—West Chester, Lenape, Kennett Square.

Route K—Coatesville, Downingtown, Strafford.

Route M—West Chester local.

The Philadelphia-Baltimore-Washington route runs via 69th Street, Philadelphia; Lansdowne, Media, Kennett Square, Lincoln University, Oxford, Rising Sun, Conowingo, Belair, Overlea and Laurel.

Complete overhaul, with tearing-down of systems, is performed on each bus on the basis of 50,000 miles of travel.

In the meantime regular inspection of each bus is held on a basis of 3,500 miles of travel, at which point also the old oil is drained out and replaced with fresh oil. Each bus, however, is thoroughly greased under high pressure at the end of every 3,200-mile run. All buses are gassed, washed and cleaned nightly when they have completed their runs. In the West Chester, or main garage, tires are inspected every other night, but in the Wilmington garage the buses on that run have their tires inspected daily. Air is checked every other day by the driver and the day or night man in charge of lubrication. Account of the air checking operations is kept on a special air card, giving the date and the numbers of the buses which have been checked against. This form is 5x8 inches.

There are, on an average, two complete bus inspections every night in the West Chester garage, although occasionally there may be three. The shop foreman, who does most of the motor work, acts as inspector of motors; another mechanic inspects the brakes and other safety features; another the chassis, including running gear and so on.

In addition to his day card, or that covering his time, terminals, mileage, tickets and ticket books sold and cash fares collected, each driver on his shift carries a bus condition report, which he turns in at the end of his run. This is a card form 4x11 inches, or a little larger than the day card. Printed on one side of the form, in addition to the bus number and the date, is a list of numerous items to be check-marked off in spaces opposite, for condition, under the main headings of engine, radiator, steering gear, foot brakes, hand brakes, clutch, gear shift, generator, gas system, lubrication, springs, wheels, tires, lights and body. Beneath this list is a space for remarks by the driver. At the extreme bottom of the card on this side are spaces to be signed by the mechanics and the foreman attesting that the repairs or adjustments suggested by the driver have been completed. On the reverse side of the form are columns in which are to be entered by the driver his reasons for delays, repairs, adjustments, telephone calls, or coach changes made en route, with a record of the time and the minutes lost. There is also a space on this side for entries covering the quantities of gasoline and oil used.

There are usually two drivers to a bus—that is, the bus is operated in two shifts, a different driver, of course, being on each shift. The driver, on completing his shift, hands in his day card with his bus condition report.

A garage man whose duties include assigning the drivers to the buses, washing parts and changing tires, also does clerical duty in writing up the daily bus mileage report.

The daily bus mileage report is a loose-leaf sheet, 17 by 14 inches, with the bus numbers in the first column and other headings, in order, as follows: Hubodometer, start and finish; actual daily mileage, schedule mileage, non-schedule mileage, date of last inspection, mileage since last inspection, date of last lubrication, mileage since last lubrication, date of last oil change, mileage since last oil change and total mileage to date. The final column is for his remarks on the records, and there is, of course, a final footing of all columns for totals. The buses are run, in their column, the first as mentioned, in groups according to models. At least two buses are thoroughly inspected nightly. The garage man, in getting data for this sheet, uses for transcription the records left daily by the bus drivers. This sheet, as may be surmised, is a valuable one in keeping the records. A special nightly inspection sheet grouping the buses as in the previous form is used to keep account of the buses inspected each night, and there are special columns for checking by bus numbers those lubricated and having their oil changed.

The day force includes the general superintendent, C. T. Quay; the shop foreman, four mechanics and one helper; one painter, doing lacquer work only; one body builder and repairer and his helper. The shops have rebuilt a dozen bus bodies in the past year. The usual night force consists of two washers, one mechanic and one garageman. The first bus out leaves the West Chester garage at 4 o'clock in the morning and the last one comes in at 12.44 a. m.

Shop equipment is very complete. In part, it consists of a Friend electric washer, Bullard high-speed lathe, Manley chain hoist, Manley arbor press, drill press, oxygen welding outfit, electric testing table, battery recharger, separate racks for new and old springs, complete blacksmith shop with outside entrance, large greasing pit, lighted and ventilated; two large pits in the main shop for working on chassis, also well lighted and ventilated with force fans; complete lacquering outfit, boiler plant, with outside entrance, for forming steam for cleaning parts; vat for cleaning parts with Oakite and steam; numerous individual metal work benches for the mechanics, equipped with drawer; metal lockers, and a Schramm air compressor that does manifold duty. In the main shop, six large buses can be worked upon at one time, and the other departments are adequate in proportion in this one-and-two-story building.

In the rear of one portion of the shop are kept the stock of Firestone tires, which are used on a rental basis. About a dozen are kept mounted, ready to put on, and on a rack are an equal number of tubes, always inflated.

Extra, or "swing" units, such as motors, transmissions, clutches and rears, are kept handy in sets of three, ready to replace quickly any corresponding units that may be found out of order on buses, so no time will be lost by holding them up for repairs. On the second floor, over the shops, is a neat and spacious stockroom equipped with numerous rows of steel bins for the smaller parts and there are racks, containers and shelves for parts of larger size. All parts and material withdrawn from this department are immediately checked up in a book for the purpose.

An important part of the general equipment of the garage is a towing truck, equipped with a large Manley chain hoist and other appropriate tools for accident work. This truck is painted green and cream, like the buses operating in the Chester Valley area.

There is a small force of supervisors among whose duties is that of riding the buses to check up on drivers, operation and other points and to obtain suggestions from the riding public for improvements in the service. The general superintendent does considerable supervisory work, using, however, an automobile instead of riding the buses.

Drivers of the buses in the Chester Valley district carry only a few tools, such as a jack and handle and a lug wrench, but the long distance route men carry a small, but complete kit of tools on their coaches. Drivers are carefully trained when not experienced, but an effort is made to obtain experienced men. While on probation, an applicant for a driver's position is allowed to be with a driver for one week on his own expense and thereafter, if he shows himself apt, is allowed to take a bus on a short route. Later on, if his ability warrants, he is given a longer and more important run when an opportunity arises. This corporation does not prefer married men as drivers, but it makes a point of employing only those of known good character.

Cook County Eight Months' Sales 27.3% Below 1929

Chicago, Sept. 18.—Cook county new car registrations for eight months of 1930 showed a decline of 27.3 per cent. as compared with the same period last year. Total figures were 66,745 for 1930 and 91,856 for 1929.

As compared with 1928, listings up to September 1 were more than 2,000 off, while the 1930 showing was 7,710 cars in excess of 1927.

Ford's total was 26,043 this year, compared with 22,559 in 1929. Chevrolet's total of 9,478 for the current year compared with 11,258 in 1929.

Ford and Chevrolet combined accounted for a little less than half the total listings for 1930, having a total of 35,521. Buick, in third place, was a trifle more than 600 cars behind 1929 with a total of 4,213, as compared with 4,897.

Pontiac's sales of 2,284 this year compared with 5,526 in 1929, while Nash had 1,926 for 1930 and 5,313 last year. Essex registered 1,722 this year and 5,145 last.

Computing the groups, Oakland-Pontiac had a total of 2,987 for this year, as compared with 6,854 in 1929 Hudson-Essex had a combined total of 2,686, as against 7,524 last year. Oldsmobile-Viking registered 1,979, which compared with 3,177 in 1929.

Chrysler and Studebaker had a close race for fifth place in the individual standing, the former registering 2,168, which compared with 2,608 in 1929, and Studebaker listing 2,136, against 2,395 last year. Studebaker scored gains in three months of the eight since the first of the year. Its peak month was August, when 378 cars were listed.

The front wheel drive Cord had listed 188 cars up to September 1, representing its first year on the market. It is interesting to note that this product has kept pace with some of the other well known cars in its price class. The peak month for the Cord was July, when thirty-five cars were registered. In August the make listed twenty.

Of the 1,452 Packard cars registered during the period, 336 were of the high priced models. Last year the Packard line had 2,254 registrations for the eight months.

Registrations indicate that the Plymouth held its own as compared with last year, having 1,135 for 1930 and 1,368 for 1929.

Eighty-one of the sixteen-cylinder models were included in the Cadillac total of 437. Last year the line had 960. Combined with La Salle the Cadillac group listed a total of 1,057, which compared with 2,057 in 1929.

Pierce-Arrow and Franklin each showed gains over last year. The Pierce-Arrow listed 247 as against 231 and the Franklin had 388, compared with 275.

The General Motors group showed a decline of more than 8,000 cars for the period, with totals of 19,714 in 1930 and 28,243 in 1929. Chrysler cars combined had a total of 5,818 this year and 7,899 last.

Month by month registrations for 1930 and the three preceding years follow:

	1930	1929	1928	1927
January...	5,262	6,584	4,382	4,583
February..	6,274	6,356	6,284	6,154
March.....	10,667	13,156	8,762	8,101
April.....	11,171	14,539	8,796	8,988
May.....	11,356	14,119	10,955	9,236
June.....	7,547	10,943	8,502	7,193
July.....	8,554	14,964	10,486	7,951
August.....	5,917	11,378	10,486	6,829

The standing for the eight months of 1930 compared with the same period last year follows:

Ford	26,043	22,559
Chevrolet	9,478	11,258
Buick	4,213	4,897
Pontiac	2,284	5,526
Chrysler	2,168	2,608
Studebaker	2,136	2,395
Nash	1,926	5,313
Oldsmobile	1,866	2,956
Essex	1,722	5,145
Dodge	1,545	2,724
Packard	1,452	2,254
Hupmobile	1,298	1,708
Plymouth	1,135	996
De Soto	970	1,199
Hudson	964	2,379
Graham	904	2,636
Willys 6, Whippet 4	782	2,080
Oakland	703	1,328
La Salle	620	1,097
Auburn	538	1,220
Willys-Knight	457	952
Cadillac	437	960
Franklin	388	275
Lincoln	339	495
Reo	319	637
Peerless	284	352
Durant	259	417
Roosevelt	258	463
Pierce-Arrow	247	231
Cord	188	....
Marmon	151	188
Gardner	146	113
Moon-Windsor	118	106
Viking	113	221
Stutz-Blackhawk	95	173
Jordan	38	68
Austin	46	....

In the Bus Field

Canton, O., Sept. 18.—Announcement is made of the purchase of the old and new bus routes between New Philadelphia and Dover, O., by the Dover-New Philadelphia Transit Company, a newly organized transportation company, from the Cleveland-Akron-Canton Bus Company.

Geneva, N. Y., Sept. 18.—Ivor Lont operating a bus service in this city and its environs, has inaugurated a new line between Seneca Castle and Geneva, N. Y. Practically hourly service is maintained between the two terminals, the first run having started September 1.

Cortland, N. Y., Sept. 18.—The Cortland-McGrawville division of the Cortland County Traction Company's troley lines will be abandoned in favor of buses providing the Public Service Commission grants the application made yesterday. The line has been in operation twenty-five years. The traction company states that it will operate its buses on a loop plan, if given the opportunity, and that workmen of McGrawville may be taken to the doors of the plants where they are employed.

Canton, O., Sept. 18.—Seven new buses were placed in service this week by the Canton Motor Coach, Inc., bringing the total fleet of coaches on city service up to seventy-two.

Memphis, Tenn., Sept. 18.—Officials of bus lines serving Tennessee, Alabama, Louisiana, Arkansas, Missouri, Texas, Oklahoma, Georgia, Ohio and other states, met here Tuesday to discuss the possibility of establishing regional joint tariffs and mutual ticket arrangements on nation-wide basis. Some thirty executives attended the meeting as the guests of Frederick Smith, prominent Memphis bus line owner.

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Stabilize Labor

IT was Stuart Chase who recently suggested that no nation could boast that it was prosperous, which did not provide all its citizens with a reasonable assurance of financial safety. In other words, prosperity must be reasonably well distributed among all the people to be real. A nation with a tremendously rich upper financial class and a grossly impoverished lowed class, though it might have a greater per capita wealth than any other in the world, could scarcely claim to be truly prosperous.

In this country our prosperity has been fairly well distributed because we have been generally busy. Our development of mass production has insured a reasonably well distributed layer, so to speak, of prosperity. We have not been compelled to give a great deal of attention to the problem of stabilizing labor to insure financial independence to all. Whatever general distribution of prosperity we have had has happened rather than been induced.

At the present time, because of the business depression that we have been through, forward-looking men are beginning to devote attention to this matter of stabilizing labor, of insuring the ordinary man against unemployment for extended periods. American industry has solved more difficult problems than this and we believe that a method will be found of providing every man or woman who wants to work with an assured livelihood.

Dr. B. M. Squires is official arbiter for the clothing trades in Chicago and he has devoted a good many years of attention to methods of minimizing unemployment. For several years through co-operative steps taken by the larger manufacturers unemployment in this trade has been practically wiped out. Employers, instead of cutting down working forces when business is dull, reduce the working hours of all workers. In this way garment workers in Chicago have averaged about thirty-four weeks a year full time, forty-four hours a week for the past several years.

Dr. Squires remarks: "From the community standpoint it is better to have forty families with half the usual weekly income than twenty families with a full week's income and twenty families with nothing. In slow times, when the obvious surplus of labor has been removed already, it would seem wise for employers to keep as many workers on the job as possible, even on reduced hours."

To accomplish real stabilization of labor, Dr. Squires believes that co-operative planning will have to be resorted to probably within the circle of an individual industry. Dr. Squires believes that bankers, distributors and manufacturers could in theory get together and hold down excessive production in flush times, but he acknowledges that in actual practice this might require combinations or cartels that might transgress the present anti-trust laws.

The fact remains that American business until the present time has not devoted the attention to the stabilization of labor that the importance of the problem deserves. But now real attention is being given to the matter and we have faith enough in American industry to believe that we shall see results within reasonable time.

Iron Production

IRON has always been considered one of the basic commodities, with developments in this field of production exerting a far-reaching influence on general conditions. It is, therefore, extremely good to note that in August steel ingot production showed the first increase in output of any month since last January. The daily rate in August was 119,050, as against 112,823 in July.

One swallow doesn't make a summer, but favorable signs beginning to appear at least give reason for conservative optimism.

BALTIMORE CHEVROLET ZONE OFFICE, PARTS WAREHOUSE IS MOVED

Baltimore, Md., Sept. 18.—The Baltimore Chevrolet zone office and parts warehouse has been moved from Homewood Avenue, near Bartlett Avenue, to a new building at 920 East Fort Ave. It is one of the four similar branches which have been built throughout the country in the last two years.

The new structure, which provides 43,000 square feet of space completely and modernly equipped, was made necessary by the increased demands for Chevrolet cars, parts and servicing from 150 dealers in Maryland, Virginia, West Virginia, Delaware and the District of Columbia. The personnel of the zone is headed by J. L. Murphy, zone manager, who has been connected with Chevrolet for more than ten years.

The Baltimore zone has been in operation since August 1, 1920, and is one of the oldest of the branches established by the Chevrolet Motor Company. Approximately 25,000 cars and trucks were delivered through this zone last year.

WINS MEMBERSHIP IN CHEVROLET "100" CLUB

Sacramento, Sept. 18 (UTPS).—George Sturdavant, used car manager for the Morrison Chevrolet Company, Sacramento, has piled up enough points so far this year to be a member of the Chevrolet 100-Car Club twice over. The club membership is an honor conferred on Chevrolet salesmen who sell 100 or more cars or 200 or more used cars in a single year.

Sturdavant was awarded membership in the 1930 club in the spring of 1930, when he reached the 200-car point, and up until September 1 he had sold a total of 405 used cars this year. This is the fourth consecutive year that he has sold the equivalent or in excess of the number required to attain membership in the club. This year he was also awarded the $200 regional prize of the General Motors Corporation, having amassed the highest number of sales points in the Western states region.

OPENS FORD, CHEVROLET ACCESSORIES DEPARTMENT

Newark, N. J., Sept. 18.—The increasing demand for Ford and Chevrolet accessories has prompted Roth & Schlenger, Inc., automotive accessory dealer of Newark, Orange and Irvington to open a specialized department for Ford and Chevrolet car owners in the Newark store at William and Halsey Streets.

HARE LEADS ZONE

Indianapolis, Ind., Sept. 18.—The Hare Chevrolet Company led the Indianapolis zone dealers during the month of August, with total new and used car sales of 258, according to registration figures. Fall business is showing a definite upward trend, Hare officials declared.

Personal Briefs

Rochester, N. Y., Sept. 18.—John Kimmel, a director of the Neill Buick Company, Inc., of Baltimore, Md., died at his home in West Naples, N. Y., late last week, following a long illness, at the age of 63 years.

Beaumont, Tex., Sept. 18.—C. B. Nichols, formerly assistant manager of Rayburn-Thompson Motor Company of Houston, distributor of Graham cars, has been appointed manager of the Neches Motor Company of this city. Before going to Houston Mr. Nichols was assistant manager of the Olds Motor Works at Dallas. He succeeds J. W. Bryan, who has resigned.

Milwaukee, Wis., Sept. 18.—W. A. Roberts, former vice-president of I. J Haug & Sons, Regina, Saskatchewan, has been named agricultural sales manager for the Allis-Chalmers Manufacturing Company, according to an announcement by H. C. Merritt, general manager. Mr. Roberts will supervise the sale of all agricultural units, including the wheel type and track type tractors.

DEALER DOINGS

Detroit, Sept. 18.—Raynal Bros., 9103 Chalmers Ave., here, has taken on the Oakland-Pontiac line. For the past six years the company has been located in its present building just north of Harper Avenue, which provides 12,000 square feet of floor space, including a show room affording space for the display of eleven cars. The officers of the company are: Pol E. Raynal, president and general manager; Harry Raynal, vice-president and secretary, and Albert Raynal, parts and service manager.

Oswego, N. Y., Sept. 18.—C. S. Wilkson, 166 West 1st St., here, Willys-Knight dealer in this city and Wolcott, N. Y., announces his appointment as Hudson-Essex dealer. The Hudson-Essex has not been represented by a resident deale in some time.

St. Paul, Minn., Sept. 18.—Young Motor Company has been appointed Studebaker distributor here, according to an announcement by George D. Keller, manager of Studebaker branches. The company is headed by J. Raymond Young, president. He will be assisted by F. N. Farmer, sales manager, and Joe Schneider, service manager. Showroom and service station will be located at Grand and Victoria Avenue, in the building occupied by the former Studebaker dealer.

New Haven, Sept. 18.—Packard Sales and Service, Inc., has moved its showrooms and service department from 535 Whalley Ave., to 350 George St., a more central location. William C. Hayes, president and treasurer, reports the sale of twenty-six cars during July, setting a new all-time record for that month.

San Francisco, Cal., Sept. 18 (UTPS).—Lloyd S. Johnson of Johnson-Blalack, Inc., distributor of Auburn, Cord and Duesenberg automobiles, states that the increase in public interest has been marked since the firm moved to its new and larger quarters at 1155 Van Ness Ave., where not only is a complete showing possible of the various models of the three makes, but the service facilities are much enlarged.

St. Paul, Minn., Sept. 18 (UTPS).—The Molt Motor Company, distributing Chrysler products, has acquired property at 193 Pleasant Ave., on which will be erected a $100,000 structure, with 23,460 square feet of floor. The present property is taken for an addition to the City Auditorium.

Detroit, Sept. 18.—Appointment of Harry T. Carver, Jr., as dealer for both De Soto and Plymouth cars, Chrysler Motors products, has been announced by L. G. Peed, general sales manager for De Soto Motor Corporation. The Carver salesrooms are located at 5901 Woodward Ave., near Antoinette Street, this city, where the two De Soto lines, the straight eight and six, and the new Plymouth are now on display.

TOURING CAR CENTERS

Sacramento, Sept. 18 (UTPS)—H. F. Goodrich, sales manager for the Moeller Auto Sales Company, one of Sacramento's Ford dealerships, left on September 10 for a tour of the automobile centers of the country. Goodrich will go to Detroit and there visit the Ford factories, and then will make a tour, calling on leading Ford dealers in the larger cities.

HEAR PLANS FOR CAMPAIGN

Asheville, N. C., Sept. 18.—Chevrolet salesmen and dealers in western North Carolina are on their toes for an extensive selling campaign to be staged during September and the fall months. Plans for the sales event were outlined when sixty dealers and retail salesmen of the Chevrolet forces in this section of the state met at Battery Park Hotel recently.

SPICER CONSTRUCTING ADDITION AT TOLEDO

Toledo, O., Sept. 18.—The Spicer Manufacturing Corporation is constructing a $147,000 addition to its facilities here. The plant, located on Bennet Road, will be one story, 300 feet wide and 350 feet long.

FORD DEALERS GET MUCH PUBLICITY IN COAST MODEL CONTEST

San Francisco, Sept. 18 (UTPS)—The model contest just concluded by the San Francisco Ford dealers was a marked success in the interest and publicity created for the Model A town sedan, the prizes being awarded on the steps of the city hall to the winners, seven boys and two girls, by Capt. Duncan Matheson, representing Mayor James Rolph, Jr., of San Francisco.

The dealers participating in the contest were Walter G. Campbell, Geary at 3d Avenue; County Line Service Station, 5960 Mission St.; Doherty Brothers, 1175 Potrero; Flynn & Collins, Inc., 1701 Van Ness Ave.; Wm. L. Hughson Company, 1499 Market St.; Kresteller Motor Company, 2001 Market St.; Maggini Motor Car Company, 123 Jackson St.; Mustar-Wait Motors, 270 7th St.; T. F. Ormond Company, 5700 Geary St.; Remensperger Brothers, 17th and Valencia; L. M. Schomer, 1955 Post St., and Street & Co., 4434 Mission St.

The contest was divided into two classes, based on age limit. In the 12-year and under class, the prizes were $100, $50 and $25, in addition to which each winner received a gold trophy cup. In the 12 to 18 year class, similar awards were given. Lorraine Loebbing, 11-year-old miss, was accorded a great ovation as the only girl to win a prize for building a model; she won third prize in the 12-year and under class.

Three special prizes were awarded—$50, $25 and $10—for the best 100-word essay on "Why I Would Like to Own a Model A Ford." I this division Miss Evelyn Donati won first prize, the other two prizes going to boys.

LAWLESS HANDLES FORD

Elkton, Md., Sept. 18.—A. V. Lawless, formerly associated with the Buckley Motor Company, Ford dealer at Wilmington, Del., has formed the A. V. Lawless Motor Company, Inc., at 138 Main St., Elkton. The new company will handle the Ford automobile, and already has complete facilities available to the Ford owners hereabout.

HAS FORMAL OPENING

Birmingham, Ala., Sept. 18 (UTPS).—Formal opening of the Tarrant Chevrolet Company, 1112 Wharton Ave., Tarrant City, was held recently. The building occupied by the company has been remodeled and completely re-equipped, according to Gerrit Fort, Jr., president.

COMING EVENTS

SEPTEMBER

22-26—**Chicago, Ill.** American Society of Mechanical Engineers Iron and Steel Division meeting.
22-26—**Chicago, Ill.** American Welding Society meeting.
22-26—**Niagara Falls, Ont.** American Gear Manufacturers Association semi-annual meeting.
22-26—**Chicago, Ill.** Society for Steel Treating meeting.
22-26—**Chicago, Ill.** American Society for Steel Treating meeting at Stevens Hotel.
29-Oct. 4—**Pittsburgh, Pa.** National Safety Council Annual Safety Congress.

OCTOBER

2-12—**Paris, France.** Automobile Salon.
6- 7—**Reading, Pa.** Pennsylvania Automotive Association Convention.
6- 8—**Tulsa, Okla.** American Society of Mechanical Engineers Petroleum meeting.
6-11—**Washington, D. C.** Sixth International Road Congress.
6-11—**Washington, D. C.** American Road-builders' Association Convention.
7- 8—**Detroit, Mich.** Society of Automotive Engineers production meeting at Book-Cadillac Hotel
13-15—**French Lick Springs, Ind.** American Society of Mechanical Engineers general meeting.
14-15—**Syracuse, N. Y.** New York State Dealers' Association Convention.
16-25—**London, England.** Olympia Motor Show
22-24—**Pittsburgh, Pa.** Society of Automotive Engineers transportation meeting.

NOVEMBER

4- 7—**Chicago, Ill.** National Tire Dealers' Association Convention.
6-16—**Berlin, Germany.** International Automobile Show.
8-15—**Chicago, Ill.** Automobile Salon at Drake Hotel.
10-14—**Cleveland, O.** Motor and Equipment Association Show.
13-23—**Paris, France.** Commercial Vehicle Salon.
17-21—**Cleveland, O.** National Standard Parts Association Show.

JANUARY

3-10—**New York.** National Automobile Show.
24-31—**Chicago, Ill.** National Automobile Show.

MERCHANDISING ACCESSORIES EQUIPMENT

WHOLESALE

DISTRIBUTION SHOP EQUIPMENT REPLACEMENTS

OPERATES TRUCK TO GET BUSINESS

New Britain, Conn., Jobber Reports 25% Gain Over 1929

By CHARLES B. BARR

OPERATION of a truck which visits dealers over a wide area, plus intelligent merchandising and salesmanship, has enabled the automotive jobbing firm of Louis H. Weiner, Inc., 45 Arch St., New Britain, Conn., to show a business increase of 25 per cent. this summer over the same period last year. The concern has one of the largest jobbing businesses in Connecticut, and is devoted exclusively to automotive lines.

The truck has proven a tremendous business-getter, according to Al Himmelfarb, proprietor. It is a standard Fargo, of one and one-half ton delivery model. Only the more popular lines are carried on the truck, which makes the rounds of a wide territory about New Britain. A definite schedule is maintained, so that dealers in each town and city have learned to expect the Weiner truck on a certain day.

When the driver visits a dealer he has not seen before, he invites him to inspect the line, not necessarily with a view to purchase, but to see what is offered. The convenience of having a jobber's display lines brought to his front door has impressed a large number of dealers, Mr. Himmelfarb says, and greatly increased gross sales.

Articles are generally sold direct from the truck. If, however, the piece desired by the dealer is not carried by the driver, an order is taken and the article delivered on the following week's visit. If the order is rush, it is sent by parcel post. The main feature of the truck stunt, of course, is that the dealer is saved a long trip to the store, to say nothing of the conservation of time involved.

The Weiner firm's policy of fast service on all orders is greatly facilitated by use of the truck. Under all circumstances Mr. Himmelfarb makes an effort to fill orders immediately, even when a sacrifice is involved. The stock is kept up by a system of ordering every day. When a certain article is sold, note is instantly made on a card and the order for a replacement goes out that night. "If Weiner hasn't got it, we might as well junk the car" is said to be the attitude of many customers in the New Britan area.

Several new lines were added during the past six months, broadening the firm's scope. Chief among these were the Egyptian lacquer line and De Vilbis guns and sprayers.

A two-inch advertisement is run daily in one of the New Britain papers, always underneath an editorial column, entitled "Motor Hints," as illustrated. This tie-up has brought excellent results, Mr. Himmelfarb says. On occasion the ad copy is changed to conform with the particular subject discussed in the hint column. For instance, if the column is devoted to the necessity of cylinder regrinding on a certain day the Weiner ad copy for that day features regrinding. The firm pays no extra charge for this daily position under the column.

A large and fully equipped machine shop, employing two men regularly, is an important part of the Weiner establishment. Mr. Himmelfarb believes that a machine shop is one of the greatest possible aids to a jobber business, particularly during depressions. The "front office" of the shop employs three clerks besides Mr. Weiner. The store is open until 9 p. m. in the summer months and 8 in the winter. Considerable selling is done during the evening hours, but the extra time also gives opportunity for writing letters and checking up on stock.

The Weiner shop was started in New Britain seven years ago, and has enjoyed a rapid growth. The present quarters, occupied but a year ago, are 70 x 35 feet in dimensions, but are already overcrowded. An addition to the building or other expansion is planned by Mr. Himmelfrab. Work will probably be begun in the spring, he says. Full lines of accessories, replacement parts and garage equipment are carried.

Motor Hints

NEW POINTER ON TIRES.

Owners of new cars should be especially careful to keep tire pressure up to standard at all times not only because the side walls are new and stiff but also because of a change in tire conditions which is apt to be overlooked. The tires on the new car are not likely to be oversize.

Oversizing is usually left to the owner when he comes to purchase a new set of tires. If he has run his previous car for any length of time he probably has oversized the tires not only to obtain better riding qualities but also as a means of tire economy. Larger tires naturally carry their load more easily.

It is customary not to oversize tires on a new car unless the buyer desires to make a further investment and for this reason it is important to prevent undue strain on the tires by keeping them up to the recommended pressure.

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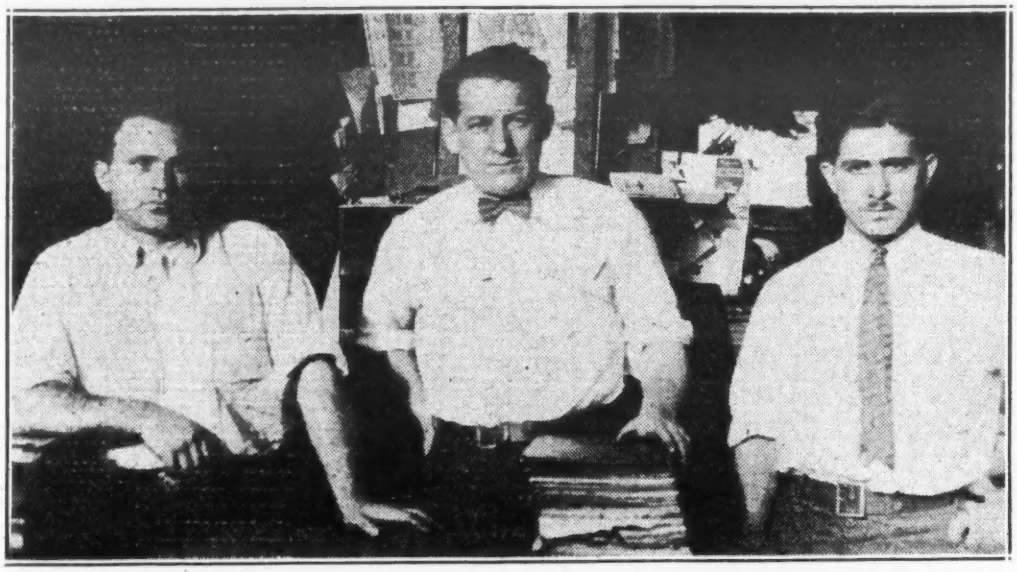
Goes After Business in Connecticut



AL HIMMELFARB (center) and two of his clerks in the automotive jobbing shop of Louis H. Weiner, Inc., New Britain, Conn. The concern reports a business increase this summer of 25 per cent. over 1929

NO REPAIRS BEING MADE IN PHILA. SAFETY LANE

Philadelphia, Sept. 18.—No repairs or adjustments of motor vehicles are being made in the "Safety Lane" line, during the impressive demonstration being held this week on the Parkway between 20th and 21st Streets. Cars showing defects are being referred to their owners' service stations to have work done, after which the cars may be brought back for final checking and approval. The lane is so manned and equipped for this compulsory inspection period for motor vehicles, that it can handle ninety cars an hour. Experienced attendants are being furnished by the Philadelphia Automobile Trade Association.

PHILADELPHIA JOBBERS INTERESTED IN RULING

Philadelphia, Sept. 18.—Local accessory jobbers covering New Jersey territory, as well as retail dealers here, are much interested in the ruling just issued by Harold G. Hoffman, commissioner of motor vehicles of New Jersey, prohibiting the use of compressed air horns on motor buses as a nuisance and a menace to safety. The commissioner contends the use of such horns is typical of the "get-out-of-the-way" attitude of high-powered buses, "whose operators seem to delight in frightening other users of the highways and in trying to convey the impression that the big bus is monarch of the road."

Jobber Maintains Miniature Show All Year

The Lebair Auto Supply Company of Trenton, N. J., which has a large and atractive store, also maintains on its sales floor at all times what amounts to a miniature show, at least, of both shop equipment and samples of its other lines. The company is entirely wholesale, and has the following departments: Automotive supplies, garage and shop equipment, automotive replacement parts, radio and mechanical refrigerators.

In addition to the Trenton store, which is the main one, the company maintains a branch store at 813 Asbury Ave., Asbury Park, N. J., which also does a big business. W. R. Lebair, head of the company, spends most of his time at the latter place, which he personally superintends. At the Trenton store there are two countermen in constant attendance, and eight outside salesmen cover the territory from this point.

An important stimulus for the equipment department is the holding by the company of an annual equipment show during the winter.

Editor's Column

AFTER a thorough trial of more than a year in the territory of the Colonial Beacon Company, Inc., and a shorter test by the Standard Oil Company of Pennsylvania, the sale of tires and tubes was inaugurated early this month at all owned and authorized dealer service stations of the Standard Oil Company of New Jersey. Preparations are now under way to extend the new service through the marketing fields of the Imperial Oil Company, Ltd., Humble Oil and Refining Company and Standard Oil of Louisiana, and actual sales are being contemplated by the last named subsidiary within a month, according to the Lamp.

In January, 1929, when control of the Beacon was acquired by the Standard Oil Company (N. J.) the former was already considering the advisability of selling tires and tubes in New York and New England on much the same basis as other subsidiaries today. Although it had always been the policy of the New Jersey company to confine sales at its own service stations to gasoline and lubricants, it was decided that the Beacon should proceed with its erperiment.

"The experience of Colonial Beacon over the following fifteen months developed the folowing facts," says the Lamp:

"First, judging from sales records and the comments of users, that the marketing of high-grade tires and tubes at service stations was a new convenience quite evidently welcomed and appreciated by the public.

"Secondly, that the new product was proving a very definite help to the company's dealers in their tire business.

"In the past, the dealer labored under an appreciable handicap in his sales of automobile tires because of competition from mail order houses which he was powerless to meet. Naturally, these agencies, because of the volume of their purchases, were in a position to offer tires direct to the consumer at lower prices than could the dealer. This handicap the company found itself able to lessen considerably.

"Between them, these two factors brought out by the exerience of Colonial Beacon, and later by that of the Pennsylvania Company, led other subsidiaries of the Standard Oil Company (N. J.) to the conclusion that their marketing facilities afforded a logical medium for the sale of automobile tires and tubes, and that the inauguration of the new service would prove to be an added convenience to the motoring public and an aid to the dealer.

"It was no part of the company's purpose to affect the price structure of the tire industry, or force tire business out of any of the existing channels of distribution, and this is in part borne out by its marketing policy. The company has endeavored to maintain itself in a competitive position, taking a place between the price of standard brands of tires, on the one hand, and mail order tires on the other.

"It is a well-established principle that the individual dealer's prosperity is reflected directly in the business of the company whose product he sells, and the inclusion of commission retail stations as well as 100 per cent. dealers and company-owned service stations in the tire arrangement is intended to give the independent dealer handling 'Standard' products a further legitimate advantage to strengthen his business."

To assure the buyer that the product he is getting has the full backing of the oil company itself, the Standard Oil Company of New Jersey covers every tire with its own guarantee. The same is true of other subsidiaries handling the product.

Production -- Engineering -- Factory -

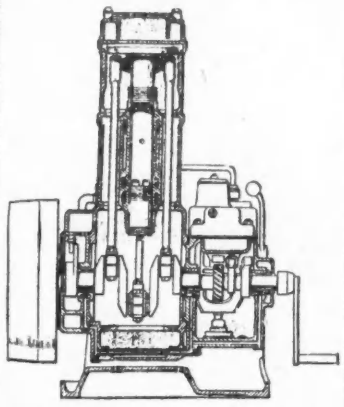
Ten Miles a Penny

Interest in the principle of the Diesel engine and its application to motor vehicle use has engaged the interest of automotive engineers for a number of years. This type of power plant has been used for trucks and busses, especially abroad and in this country on vehicles incorporating an electric drive. More recently Packard built a Diesel type engine which has been used successfully as the motive power for aircraft.

The British publicaton, "The Autocar," in its September 5 issue under the head "Ten Miles a Penny" describes a single cylinder engine of this type which has been installed in a conventional light car chassis.

There are considerable possibilities in a small vehicle of ten horse power which will operate at a fuel cost of 1 penny per ten miles. Such a vehicle in the demonstration stage already exists.

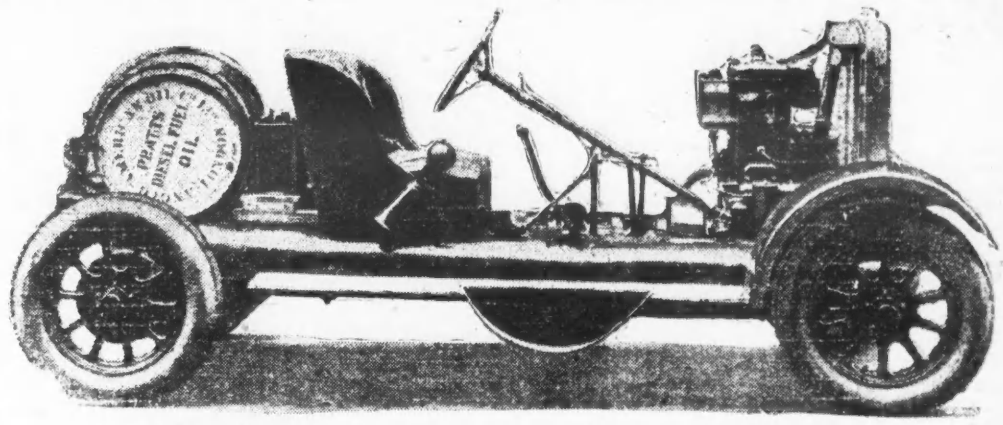
In a conventional light car chassis has been installed an interesting, single-cylinder, two-stroke Diesel



SECTIONAL view of C. L. M. Diesel engine

engine manufactured in France by the Compagnie Lilloise de Moteurs. This engine is made under the Junkers license and has many novel features. The working cylinder has a bore of only 60 mm., and it contains two pistons working in opposite directions, the total stroke of the two pistons being 210 mm., so that the cubic capacity of the engine is 594 c.c.

Externally the cylinder is of square shape with round corners, but within this outer casing is the water-cooled working cylinder with ports at both top and bottom. In the crank case is a three-throw crankshaft carried in two plain bearings, and to the center throw is attached the connecting rod of the lower piston. The upper piston carries at the top an enlarged piston plate which moves up and down within the outer casing, so forming an air pump, and beneath this is formed a cross-head which receives the little ends of the connecting rods attached to the outer pair of throws. Thus, as the crankshaft rotates, the pistons alternately approach each other towards the center of the working cylinder, and then recede from each other towards the top and bottom of the cylinder, respectively.



FUEL FOR 2,000 MILES at a cost of $4.00 is contained in the forty-gallon barrel

As the piston plate on the top cylinder travels upwards it displaces air, which, through suitable passages, is allowed to pass into the working cylinder when the upper piston uncovers the inlet ports at the top of its stroke. As the pistons approach each other this air is highly compressed, and at the moment of maximum compression the oil fuel is injected into the compressed air, which is at a temperature sufficiently high to ignite it.

(Continued on Page 7)

ALUMILITE PROCESS HAS MANY USES

The Alumilite process, sponsored by the Aluminum Colors, Inc., Indianapolis, is an electrolytic method of applying a new protective and decorative coating to aluminum and its alloys in either a plain finish or in a range of lustrous colors. The process can be applied to articles produced from aluminum sheets, sand castings, permanent mold castings, die castings, drop forgings and extrusions.

The plain Alumilite coating is dielectric, which makes possible the use of aluminum wire and ribbon treated by this process for electrical purposes.

The plain treatment is a silvery white coating and is recommended by the manufacturers for uses where the original aluminum appearance is desired. The plain coating provides a bond for the several types of protective paints specified for use on strong alloy aircraft fabrication. By an electrolytic alumilite process in the plain treated surface can be further treated with deep color penetration in a wide variety of colors. Two or more colors may be applied to a surface, or if desired, it is possible to obtain very effective multi-color combinations by chemical or mechanical treatments. The plain alumilite treatment, it is claimed, eliminates the necessity of sand blasting, wire scratching, or prime coating the base surface of aluminum for the use of lacquers or paint. The plain alumilite surface readily absorbs either lacquer or oil base paints.

Alumilite "B" has a surface hardness equivalent to that of mild steel while type "A" alumilite has a surface hardness greater than chromium, according to the test made by the Bierbaum method. This resistance to scratching allows the use of alumilite processed aluminum in stamping and forming without marring the finish.

It is said that alumilite coatings show more resistance to wear than heavy nickel plate. The coating itself becomes an integral part of the aluminum.

Alumilite process temperatures do not exceed 200 degrees F. There is, therefore, no change in the mechanical properties of the metal during the process of alumiliting. Alumilite coatings have a melting point in excess of the melting point of the base aluminum.

CLARK
SPEED TRUCKS
require light strong wheels and single-reduction bevel-gear axles. Outstanding popularity in this field has been won — deservedly — by
CLARK AXLES and METAL WHEELS
CLARK EQUIPMENT COMPANY
Buchanan Michigan
AXLES
Front & Rear
WHEELS
Single or Dual Tire
CAST STEEL HOUSINGS
TRANSMISSIONS

Sudden starts, quick stops—loads, speed and jolts. All the abuse a truck can get. Call it a test—but it's all in the day's work for Wisconsin Axles.
WISCONSIN AXLES
WISCONSIN AXLE CO.
OSHKOSH WISCONSIN

Cumulative New Commercial Car Registration Statistics, August, 1930

Returns for today: Minnesota

Some of this data has been published previously, but it is given here complete for the convenience of our subscribers.

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Readers desiring county, city or town lists, or lists of owners in any given section, may obtain these by addressing any of these three companies.

Commercial Car Registrations do not include buses.

States	Autocar	Brockway-Indiana	Chevrolet	Diamond-T	Dodge	Essex	Fargo	Federal	Ford	G. M. C.	International	Mack	Paige	Relay	Reo	Republic	Rugby	Sterling	Stewart	Studebaker	Whippet	White	Willys	Willys-Knight	Miscellaneous	Totals	States
Arkansas			117		6		1		124	2	21				1						1	1	3		4	281	Arkansas
Delaware	1	1	22		2				50	1	1				1				2			2			2	85	Delaware
Illinois	5	3	360	22	26	1		7	587	12	120	10	1	1	14	3		4	1		3	10	2	3	105	1300	Illinois
Minn.		2	284	15	19		3	4	501	6	93	2	2	1	15	2	2			2	3	2	21	4	2	985	Minn.
N. Dakota			71		3		2		72	2	36												1			187	N. Dakota
S. Carolina		10	96					7	156	8	3	4										3			9	296	S. Car.
S. Dakota			139	7	7				146	1	94				5		1						4	2	2	408	S. Dak.
Utah			25		2				67	4	4	1			2		1								1	107	Utah
W. Virginia		3	113		14		2	1	149	8	14		1	1	6	2					3	2	2		5	326	West Va.
Wisconsin		1	252	19	15			2	393	16	71	2		1	14		2	4		1	2	3	10		5	813	Wisconsin
Dist. of Col.	2		27	2	6				98	4	4	2			1		1	2		1		5			1	156	D. of C.
Totals	8	20	1506	65	100	1	8	21	2343	64	461	21	4	4	59	7	7	10	3	4	12	28	43	9	136	4944	Totals
Ark., 1929			560		20	1	1	1	480	5	68	1			4				1		11	6			5	1164	Ark., 1929
Del., 1929			39	1	1				65	4	5	1			2		1		1		2					122	Del., 1929
Ill., 1929	6	9	718	62	92		15	6	1073	46	140	16			33	1		9	2		40	19			106	2393	Ill., 1929
Minn., '29			421	2	38	1	12	7	555	22	123	9			27		1			1	28	9		4	23	1283	Minn., '29
N. D., 1929			142	1	8		3		182	11	77				2					3	8			1		438	N. D., '29
S. Car., '29			193		7		1	1	220	10	7	1				2			1		3	2				448	S. C., 1929
S. D., 1929		1	317		10				218		124			18		1		1	1	23					5	719	S. D., 1929
Utah, 1929			68		11		2		155	2	3				5		5				4				1	256	Utah, '29
W. Va., '29		9	200	5	25		2	6	232	16	36			2	9	3				2	11	1			1	560	W. Va., '29
Wis., 1929		1	342	15	52		9	3	503	20	69	3		4	42		1	13	5	5	22	2			17	1128	Wis., '29
D. of C., '29	3	3	24		2			1	83	13	6	2			2				2		2	5			8	156	D. C., '29
Totals	9	23	3024	86	266	2	45	25	3766	149	658	33	*	24	126	7	8	23	13	34	131	44	*	5	166	8667	Totals

*Not on the market at that time.

Equipment - - - Development

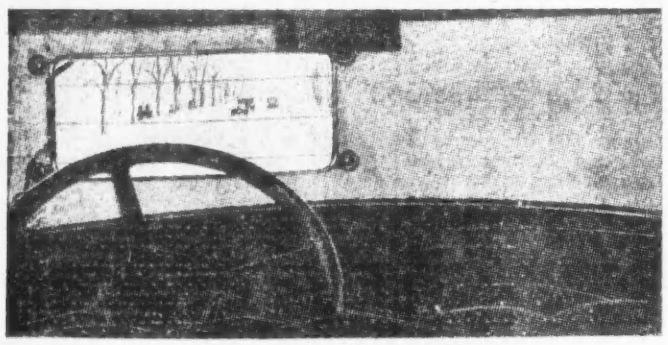
FROST SHIELD MADE BY FULTON CO.

The Fulton Company, Milwaukee, are marketing an electric frost shield which, it is claimed, will keep a space on the windshield free of frost, ice, snow and sleet, regardless of the outside temperature.

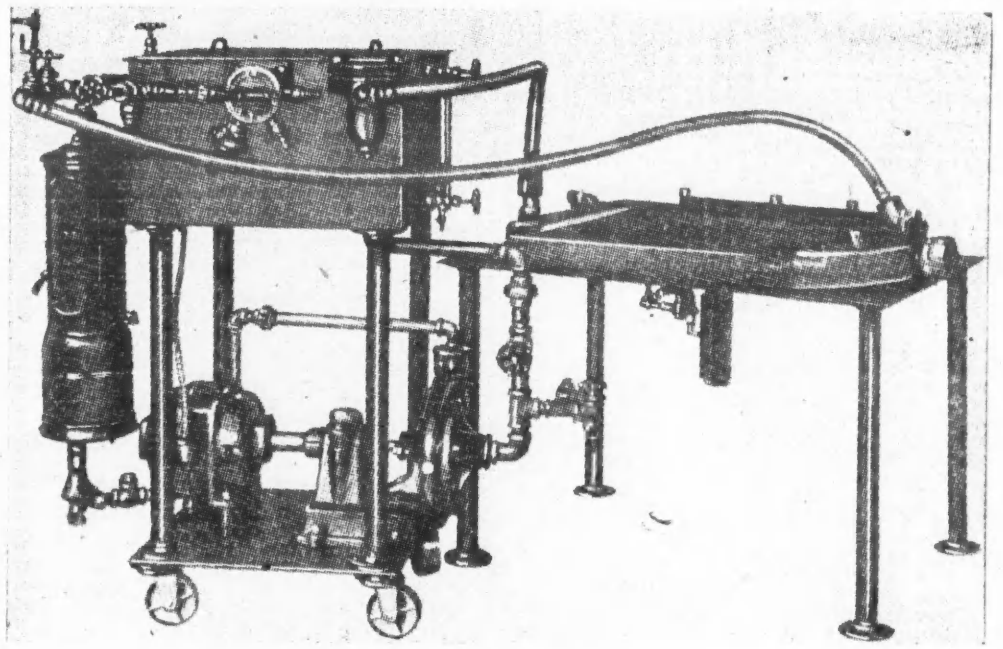
This shield can be used with or without current. It is stated that for all ordinary cold days, clear vision is assured. When the windshield gets covered with snow or ice, clear vision can be restored by turning on the electric curent, which generates heat in the wired frost shield.

The frost shield is held to the regular windshield by means of suction cups.

The price is $6.50, complete.



Fulton Electric Frost Shield



Flusher and pneumatic vibrating table installation for cleaning radiator core

Ten Miles a Penny

(Continued from Page 6)

Accordingly, the pistons are forced apart on the working stroke, and towards the end of the stroke the lower piston uncovers the exhaust ports, so that the spent gases pass to the silencer. Then the upper piston uncovers the air inlet ports, so that the air charge rushes in and assists in scavenging. There is thus a working stroke on each revolution of the crankshaft.

Fuel and Oil Pumps

From the front end of the crankshaft are driven the fuel pump and the oil circulating pump, which delivers lubricant direct to the two main bearings. The engine has no carburetor, valves or ignition system. It is interesting to note that the air inlet ports are so designed as to produce considerable turbulence, and it is probably partly as a result of this that the engine runs so regularly under light load.

This single-cylinder engine develops eight horsepower at 1,000 revolutions per minute, with a maximum of ten horsepower at 1,200 revolutions per minute, and, as it is at present installed in the demonstration chassis, this gives a maximum road speed of only twenty or twenty-five miles per hour. It is possible, however, that this could be increased by more suitable gear ratios or by slightly altering the characteristics of the engine to give a higher maximum revolutions per minute.

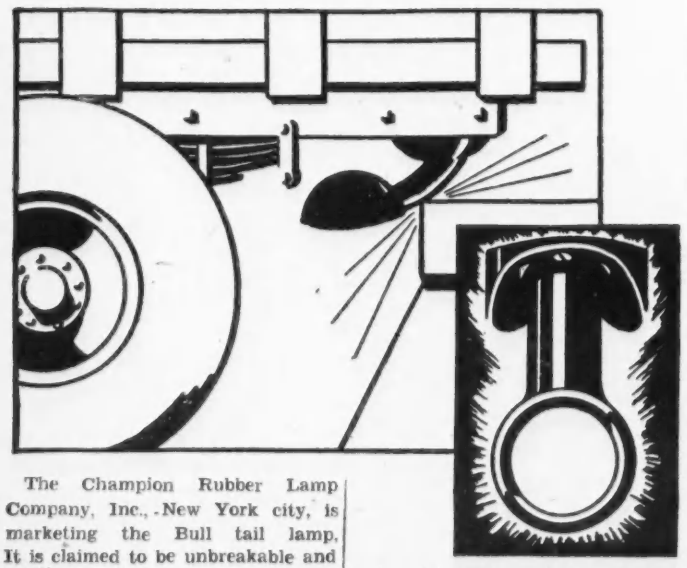
In its present form, however, the engine proves to be extremely docile, and once the car has moved from rest top gear may be engaged and thereafter the car may be controlled entirely by a small lever which varies the stroke of the fuel pump, so that the required amount of fuel is injected into the air compressed between the working pistons.

Starting this engine from cold is amazingly simple, for it has only to be pulled once or twice over compression for it to start quite gently and with certainty, there being no hesitation or missing and no necessity to allow the engine to warm up. It is apparent, of course, that the flywheel is rather heavy, and this naturally has an adverse effect upon acceleration, but, nevertheless, the small car threads its way through traffic almost as easily as if it were fitted with a petrol engine, while, owing to the fact that top gear can be so rapidly engaged after moving from rest, its ultimate acceleration in getting away from a traffic stop is little below the average.

Ordinary gradients seem to be taken in the car's stride, for it is a characteristic of the Diesel engine that it runs best under load. Usually the Diesel engine is apt to be rather noisy when running light, giving rise to a peculiar knock, but this is not very noticeable with the engine in question. As there is only one cylinder there is, however, a certain amount of vibration.

It is the amazing economy of this engine which is so attractive, for a distance of 100 miles was covered on under two gallons of Diesel fuel oil, so that with fuel at 5d. per gallon a distance of ten miles can be traveled for 1d. An engine of similar design with two cylinders having a bore and stroke of 80x300 mm. (3.016 c. c.), is also made, and has a power output of 40 h. p. at 1,000 r. p. m., with a maximum of 45 h. p. at 1,200 r. p. m. The single-cylinder engine, being a two-stroke, has a torque equivalent to that of a two-cylinder four-stroke engine, while the larger two-cylinder model, being also a two-stroke, has a torque equivalent to that of a four-cylinder four-stroke engine. This experiment in placing this engine in a small car chassis should go far to demonstrate the possibilities of the heavy oil-burning engine in small utility vehicles.

RUBBER TAIL LAMP NOW ON MARKET



The Champion Rubber Lamp Company, Inc., New York city, is marketing the Bull tail lamp. It is claimed to be unbreakable and weatherproof.

Because the bulb is hung loosely in the lamp, surrounded by rubber and cushioned by a light spring, it is claimed to be unaffected by vibration.

SCHEBLER MARKETS NEW CARBURETORS

Two new one-inch carburetors, for Chevrolets and Fords respectively, and known as the New Schebler "T" Torpedo Models, have just been brought out by the Wheeler-Schebler Carburetor Company of Indianapolis.

Both carburetors are equipped with over-sized throttle openings which give them a greater capacity than the ordinary one-inch carburetor. Both carry a seven-eighths of an inch venturi and have a No. 3 metering assembly.

These carburetors have small accelerating pumps five-eighths of an inch in diameter and special discharge nozzles. There is a slight difference in the flow setting of the high speed needles on these two carburetors.

MOTOR TRANSPORTATION FOR AIR CONFERENCE

Philadelphia, Sept. 18.—At a regional traffic and aviation conference in this city, September 23 and 24, conditions as they exist today in relation to motor vehicle transportation and aviation in the Middle Atlantic states from the Canadian border to the Virginia and North Carolina line, with their development and the solution of problems connected with each, will be discussed. The conference will be held under the sponsorship of the Chamber of Commerce of the United States and arrangements therefor are now being made by the Philadelphia Chamber of Commerce.

Commercial bodies, chambers of commerce, civic organizations, transportation companies and motor vehicle and aviation interests throughout the regional area will be represented and will take part in the discussions. The conference later will be divided into two groups, motor vehicle traffic and aviation. Ways and means will be considered for reducing economic waste and loss in connection with accidents and traffic congestion. New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia will be represented.

Solvo Laboratories, Inc., Plans Mobile School For Cooling Service

Solvo Laboratories, Inc., Milford, Conn., are about to launch a traveling school to start an educational campaign on automotive cooling system service. This school will carry not only the chemical compounds for doing the work, but also the necessary equipment.

The equipment illustrated herewith is the Solvo Super Power Flusher used in conjunction with a pneumatic vibrating table, which loosens the scale, rust and other foreign material from the interior of the radiator core while it is being flushed with hot solvent.

UNIT-BUILT means UNIT Responsibility

AS an important division of the Unit Corporation of America, Fuller & Sons Manufacturing Company enjoys the unique advantage of being able to build Fuller Transmissions complete, "from rough billet to finished product."

"UNIT-Built" . . . in the three great plants of the Unit Corporation . . . means *UNIT responsibility*. Standardization of quality, service, parts; economies of manufacture, servicing, distribution; guarantees of delivery, performance, price . . . all of these enter into "UNIT responsibility" . . . to manufacturers and dealers who install Fuller Transmissions, and to users in the field.

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Executives and engineers interested in transmissions should have a copy of the booklet, "Fuller Transmissions" . . . yours for the asking. Our engineers will gladly go anywhere for conference when either standard or special transmissions are being considered.

FULLER TRANSMISSIONS

MAJOR SPECIFICATIONS AND MECHANICAL DETAILS OF

Make and Model	Capacity—Tons	Chassis Price	Engine	No. of Cyl.	Bore and Stroke	Tax H. P.	Oil System	Carburetor	Fuel Feed	Ignit. System	Gear Set	Location	No. Spds. For.	Rear Axle	Final Drive	Reduction in Low	Brakes, Foot	Brakes, Hand	Standard Wheel Base	Chassis Weight	Standard Tire Sizes Rear	Front
Am. La France Chief	2	3650	Own	6	3¾x5	33.0	Pw	Str	Vac	DR	Own	C	4	Tim	Wo	31.2	4	D	156	6200	32x6	32x6D
Am. La France W	3-4	3950	Own 2 R	4	4¼x6	28.9	CS	Zen	Vac	AB	Own	C	4	Own	2R	47.4	4	R	160	7200	S36x5	S36x5D
Am. La Fran. Chieftain	3-4	5500	Own	6	4⅛x5⅛	40.8	Pw	Zen	Vac	DR	Own	C	4	Tim	Wo	28.8	4	D	175	7200	S36x8	36x8D
Am. La France V	5	5500	Own 5 R	4	4¾x6	36.2	CS	Zen	Vac	AB	Own	C	4	Own	Wo	54.4	4	R	165	9800	S36x5	S40x6D
Am. La Fran. Big Chief	6	6725	Own	6	4½x6	48.6	Pw	Zen	Vac	DR	Own	C	4	Own	2R	32.8	4W	D	226	10600	S40x8	S40x8D
Am. La France U	7½	6000	Own 5 R	4	4¾x6	36.2	CS	Zen	Vac	AB	Own	C	4	Own	—	63.5	4	R	165	10500	S36x7	S40x6D
Austin	—	*499	Own	4	2.2x3	7.8	—	Til	—	Aut-L	W-G	U	3	Sal	Sp	—	4	4	75	——	——	3.75x18 3.75x18
Autocar A	1½-2	3200	Own	6	4 x4¾	38.4	Pw	Str	Vac	DR	Br-L 51	U	4	Own SA	Sp	27.9	4	R	150	5060	34x7	34x7
Autocar D	2-2½	3500	Own	6	4 x4¾	38.4	Pw	Str	Vac	DR	Br-L 51	U	4	Own SD	2R	33.7	4	R	150	5300	34x7	34x7D
*Autocar SH	2½-3	4300	Own	6	4¼x4¾	43.4	Pw	Str	Vac	LN	Own T	U	4	Own H	2R	44.3	R	R	114	6770	34x7	34x7D
Autocar SCH	2½-3	4300	Own	6	4¼x4¾	43.4	Pw	Str	Vac	LN	Own T	U	4	Own H	2R	44.3	R	D	157	6860	34x7	34x7D
*Autocar H	3	4100	Own	4	4½x5½	32.4	CS	Str	Gra	AB	Own T	U	4	Own H	2R	48.6	R	R	114	6770	34x7	34x7D
*Autocar HS	3½	4600	Own	4	4½x5½	32.4	CS	Str	Gra	AB	Own T	U	4	Own C	2R	53.6	R	R	114	7900	40x8	40x8D
*Autocar SHS	3-3½	4800	Own	6	4¼x4¾	43.4	Pw	Str	Gra	LN	Own T	U	4	Own C	2R	53.6	R	R	114	7900	40x8	40x8D
*Autocar SCHS	3-3½	4800	Own	6	4¼x4¾	43.4	Pw	Str	Vac	LN	Own T	U	4	Own C	2R	53.6	R	D	157	8180	40x8	40x8D
Autocar TEA	3-3½	5350	Own	6	4¼x4¾	43.4	Pw	Str	Vac	LN	Own T	U	12	Own TE	2R	101.7	4	D	192	8900	36x8	36x8D
Autocar TFA	3½-5	6100	Own	6	4½x4¾	48.6	Pw	Str	Vac	LN	Own T	U	12	Own TF	2R	101.3	4	D	192	9300	38x9	38x9D
Autocar C	3½-5	5500	Own	6	4½x4¾	48.6	Pw	Str	Vac	LN	Own B	C	4	Own C	2R	61.7	R	D	172	9500	42x9	42x9D
Autocar F	7½	6800	Own	6	4½x4¾	48.6	Pw	Str	Vac	LN	Br-L 70	C	7	Tim	Wo	94.0	4	D	173	11000	36x7S	40x8DS
Autocar G	10	9000	Own	6	4½x4¾	48.6	Pw	Str	Vac	LN	Br-L 70	C	7	Tim	Wo	97.7	WB	D	171	13000	36x8	36x8D
Brockway 65	1	1195	Con	6	3¾x4⅝	27.3	Pw	Zen	Vac	Aut	Br-L	U	3	Col	Sp	21.3	4	Tr	137	3400	30x5	30x5
Brockway 75	¼	1290	Con	6	3⅜x4⅝	27.3	Pw	Zen	Vac	Aut	Br-L	U	4	Col	Sp	25.6	4	Tr	137	3450	32x6	32x6
Brockway 90	1½	1525	Con	6	3⅜x4⅝	27.3	Pw	Zen	Vac	Aut	Br-L	U	4	Col	Sp	25.6	4	Tr	149	3650	32x6	32x6
Brockway 120	2	1990	Con	6	4 x4⅛	38.4	Pb	Zen	P	Aut	Br-L	U	4	Tim	Sp	—	4	Tr	156	5200	32x6	32x6D
Brockway 140	2	2495	Con	6	4 x4⅛	38.4	Pb	Zen	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	156	5500	32x6	32x6D
Brockway 170	2½	3160	Con	6	4⅛x4¾	40.8	Pb	Zen	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	6800	32x6	32x6D
Brockway 195	3	3820	Con	6	4⅛x4¾	40.8	Pb	Zen	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	7500	34x7	34x7D
Brockway 190	3	4185	Con	6	4⅛x4¾	40.8	Pb	Str	P	Aut	Br-L	C	7	Tim	Wo	—	RV	D	168½	7625	34x7	34x7D
Brockway 220	3½	4560	Con	6	4⅛x4¾	40.8	Pb	Zen	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	8200	36x8	36x8D
Brockway 250	5	5950	Con	6	4⅜x4¾	45.9	Pb	Zen	P	Aut	Br-L	U	4	Tim	Wo	—	4HV	D	182	10000	40x8	40x8D
Brockway 290	7½	7250	Con	6	4⅜x4¾	45.9	Pb	Str	P	Aut	Br-L	C	7	Tim	Wo	—	4W	D	182	10750	38x7	40x14S
Brockway 640	10	9700	Con	6	4¾x5¾	54.15	Pw	Str	P	L-N	Br-L	C	7	Tim	Wo	—	4W	R	212	14000	38x7	36x10S
Chevrolet	½	365	Own	6	2⅛x3¾	26.3	CS	Car	P	DR	Own	U	3	Own	Sp	13.61	4	R	107	1835	4.75x19	4.75x19
Chevrolet	1½	520	Own	6	3⅛x3¾	26.3	CS	Car	P	DR	Own	U	4	Own	Sp	33.46	4	R	131	2375	30x5	30x5
Commerce Series S 11	1	1600	Bud H S 6	6	3⅜x4½	27.3	Pb	Zen	Vac	Aut	Br-L 20	U	4	Col 54028	Sp	25.5	4	D	142	3900	30x5P	30x5P
Commerce Series 40	1½	2990	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L 35	U	4	Tim 63702	Wo	34.8	4		168	4700	34x5P	34x5D
Commerce Series S 11	2	2030	Bud H S 6	6	3⅜x4½	27.3	Pb	Zen	Vac	Aut	Br-L 20	U	4	Tim 54006	Sp	29.2	4		162	4500	32x6P	32x6D
Commerce Series 40	2	3240	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L 35	U	4	Tim 63702	Wo	34.8	4		168	4900	36x6	36x6D
Commerce Series 40	2½	3240	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L 20	U	4	Tim 54006	Sp	29.2	4		168	5100	36x6P	36x6D
Commerce Series 60	2½	4580	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L 35	U	4	Tim 63702	Wo	34.8	4		175	7000	36x6P	36x6D
Commerce Series 60	3	4680	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Ful	U	5	Tim 65706DH	Wo	63.0	4		175	7100	36x6P	36x6D
Commerce Series 80	3½	5250	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Ful	U	5	Tim 65706DH	Wo	63.0	4		175	8200	36x6S	36x12S
Commerce Series 100	5	5830	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim 66700DP	Wo	98.2	B		175	9600	36x6S	40x14S
Day Elder 60	1	1195	Con 25 A	6	3⅜x4	27.3	Pw	Zen	P	DR	W-G	U	4	Tim	Sp	36.3	4	R	135	3200	20x6.00B	20x6.50B
Day Elder 85	1½	1645	Con 16 C	6	3⅜x4⅝	27.3	Pw	Zen	P	DR	W-G	U	4	Tim	Sp	42.3	4	R	135	3750	20x6.00	20x6.50DB
Day Elder 110	2	2095	Con 16 C	6	3⅜x4⅝	27.3	Pw	Zen	P	DR	Br-L	U	4	Tim	Sp	44.9	4	D	156	4600	20x7.00	20x7.00DB
Day Elder 130	2½	2895	Con 16 R	6	4 x4½	38.4	Pw	Zen	P	DR	Br-L	U	4	Tim	Sp	40.7	4	D	150	6300	20x7.50B	20x7.50DB
Day Elder 160	3	3695	Con 18 R	6	4 x4½	38.4	Pw	Zen	P	DR	Br-L	U	4	Tim	Wo	36.1	4	D	156	6600	20x7.50B	20x9.00DB
Day Elder 200	4	4295	Con 21 R	6	4¾x4¾	45.9	Pw	Zen	V	DR	Br-L	C	4	Tim	Wo	43.5	4	D	156	7400	20x9.00B	20x9.00B
Day Elder 245	5	5500	Con 21 R	6	4¾x4¾	45.9	Pw	Zen	V	DR	Br-L	C	7	Tim	Wo	50.8	4	D	162	9300	38x9P	38x9DP
Day Elder 285	8	6000	Con 21 R	6	4¾x4¾	45.9	Pw	Zen	V	DR	Br-L	C	7	Tim	Wo	71.2	6	D	164	12000	20x8.25B	20x8.25DB
Day Elder 345	10	7500	Con 21 R	6	4¾x4¾	45.9	Pw	Zen	V	DR	Br-L	C	7	Tim	Wo	79.9	4	D	164	12500	20x9.00B	20x9.00DB
Day Elder 402	12	8500	Con 16 H	6	4¾x5¾	54.2	Pw	Zen	P	DR	Br-L	C	7	Tim	Wo	84.6	4	D	164	14000	20x9.75B	20x9.75DB
Diamond T 200	1	785	Bud	4	3¾x4½	22.5	Pw	Zen	P	Aut	W-G	U	4	Cla	Sp	—	4	D	128½	3050	30x5	30x5
Diamond T 215	1	885	Bud	6	3⅜x4	27.3	Pw	Zen	P	Aut	W-G	U	4	Cla	Sp	—	4	D	135½	3150	30x5	30x5
Diamond T 290	1½	1475	Her WXA 2	6	3½x4½	29.4	Pb	Zen	Vac	Aut	Cov	U	4	Col	Sp	—	4	D	156¼	4160	30x5	30x5D
Diamond T 303	2	1745	Her WXB	6	3¾x4½	33.7	Pb	Zen	Vac	Aut	Cov	U	4	Tim	Sp	—	4	D	160¾	4850	32x6	32x6D
Diamond T 551	2½	2250	Her WXC	6	4 x4½	38.4	Pb	Zen	Vac	Aut	Cov	U	4	Tim	Sp	—	4	D	168	5600	32x6	32x6D
Diamond T 503	2½	2660	Her WXC	6	4 x4½	38.4	Pb	Zen	Vac	Aut	Cov	U	4	Tim	Wo	—	4	D	174	6200	34x7	34x7D
Diamond T 506	2½	2820	Her WXC	6	4 x4½	38.4	Pb	Zen	Vac	Aut	Cov	U	4	Tim	Wo	—	4	D	172½	6300	34x7	34x7D
Diamond T 602	3	3440	Her YXC	6	4⅜x4¾	45.9	Pb	Zen	Gra	Aut	Cov	C	4	Wis	2R	—	4	D	169½	7500	36x8	36x8D
Diamond T 606	3	3500	Her YXC	6	4⅜x4¾	45.9	Pb	Zen	Gra	Aut	Cov	U	4	Tim	Wo	—	4	D	186	7500	36x8	36x8D
Diamond T 700	3½	3740	Her YXC	6	4⅜x4¾	45.9	Pb	Zen	Gra	Aut	Cov	C	4	Tim	Wo	—	R	D	162	8100	S36x5	S36x10
Diamond T 801	4	4140	Her YXC	6	4⅜x4¾	45.9	Pb	Zen	Gra	Aut	Br-L	C	7	Own	Wo	—	6WH	D	189½	8300	36x8 4 wh	36x8
Diamond T 1000	5	4420	Her YXC 2	6	4½x4¾	48.6	Pb	Zen	Gra	Aut	Br-L	C	4	Tim	Wo	—	R	D	170½	9700	S36x6	S40x12
Diamond T 1200	6	5600	Her YXC 2	6	4½x4¾	48.6	Pb	Zen	Gra	Aut	Br-L	C	7	Tim	Wo	—	4RW	D	180	11000	34x7 4 wh	34x7D
Diamond T 1600	8	6220	Her YXC 3	6	4⅝x4¾	51.3	Pb	Zen	Gra	Aut	Br-L	C	7	Tim	Wo	—	4RW	D	190	11700	36x8 4 wh	36x8D
Diamond T 1601	8	7500	Wak 6 R B	6	5 x5¾	60.0	Pb	Zen	Gra	Mag	Br-L	C	7	Tim	Wo	—	4RW	D	194	12500	36x8 4 wh	36x8D
Diamond T 2500	10-12	8000	Wak 6 R B	6	5 x5¾	60	Pb	Zen	Gra	Mag	Br-L	C	7	Tim	Wo	—	4RW	D	194	13100	S36x7 4 wh	36x12S
Dodge Bros. UF10A	½	435	Own	4	3⅝x4¾	21.2	Pb	Car	P	DR	Own	U	3	Own	Sp	14.28	4	D	109	1855	5.00x19	5.00x19
Dodge Bros. F 10 A	½	515	Own	6	3⅛x4⅛	23.4	Pb	Car	P	DR	Own	U	3	Own	Sp	14.28	4	D	109	1960	5.25x19	5.25x19
Dodge Bros. U-1	¾	695	Own	4	3⅝x4¼	21.3	Pb	Car	Vac	NE	Own	U	3	Own	Sp	21.68	4	D	124	2260	5.50x20B	5.50x20B
Dodge Bros DA1	¾	795	Own	6	3⅜x3⅞	27.3	Pb	Zen	Vac	NE	Own	U	4	Own	Sp	36.83	4	D	140	2955	30x5	30x5
Dodge Bros. UF30A	1½	595	Own	4	3⅝x4¾	21.0	Pb	Car	P	DR	Own	U	4	Own	Sp	37.17	4	D	136	2665	6.00x20	32x6
Dodge Bros. F 30 A	1½	695	Own	6	3⅛x4⅛	23.4	Pb	Car	P	DR	Own	U	4	Own	Sp	37.17	4	D	136	2765	6.00x20	32x6
Dodge Bros. F 35 A	1½	1425	Own	6	3⅜x2⅞	27.3	Pb	Zen	P	DR	Own	U	4	Own	Sp	41.43	4	D	140	3780	6.00x20	6.00x20D
Dodge Bros. F 40 A	2	1995	Own	6	3⅝x5	31.5	Pb	Zen	P	DR	Own	U	4	Own	Sp	43.73	4	D	150	5175	6.50x20	6.50x20D
Dodge Bros. F 60 A	3	2645	Own	6	3⅝x5	31.5	Pb	Zen	P	DR	Own	U	4	Own	Sp	48.87	4	D	146	5543	32x6	32x6D
Dodge Bros. F 61 A	3	2575	Own	6	3⅝x5	31.5	Pb	Zen	P	DR	Own	U	4	Own	Sp	48.87	4	D	170	5789	32x6	32x6D
Durant	¾	495	Con	4	3⅜x4¼	18.2	Pb	Til	Vac	Aut	Own	C	3	Own	Sp	16.16	4	4	107	1670	28x4.75	28x4.75
Essex Commercial	¾	445	Own	6	2⅞x4½	18.2	CS	Mar	Vac	Aut	Own	U	3	Own	Sp	17.8	4	4	110	2150	30x5	31x5.50
Fargo Packet	½	545	Own	6	3 x4⅛	21.6	Pb	Str	Vac	NE	Own	U	3	Own	Sp	14.29	4	Tr	——	1835	5.00x19	5.00x19
Fargo Clipper	¾	725	Own	6	3⅛x4¼	23.4	Pb	Str	Vac	DR	Own	U	3	Own	Sp	15.53	4	Tr	——	2325	5.50x18	5.50x18
Fargo Freighter	1	795	Own	6	3 x4⅛	21.6	Pb	Str	Vac	NE	Own	U	4	Own	Sp	37.19	4	Tr	——	2785	6.00x20	32x6
Federal D	1-1½	830	Con W 10	4	3⅞x4¼	24.0	Pb	Zen	P	DR	W-G T9	U	4	Cla B374	Sp	40.8	4	Tr	131	3185	6.00x20	32x6
Federal E6	1-1½	1090	Con 17 E	6	3⅜x4	27.3	Pb	Zen	Vac	DR	W-G T9	U	4	Cla B370	Sp	34.6	4	Tr	132	3260	6.00x20	32x6
Federal F7	1½	1525	Con 16 C	6	3⅜x4⅝	27.3	Pb	Zen	P	DR	Own	U	4	Tim 52005H	Sp	24.3	4	Tr	132	3765	30x5	30x5D
Federal A6	2	1855	Con 16 C	6	3⅜x4⅝	27.3	Pb	Zen	Vac	DR	Own	C	4	Cla B610	Sp	38.5	4	Tr	151	4580	32x6	32x6D
Federal A6T	2½	2185	Con 16 C	6	3⅜x4⅝	27.3	Pb	Zen	Vac	DR	Own	C	4	Tim 58000H	Sp	41.3	4	Tr	151	4950	32x6	32x6D
Federal A6TW	2½	2360	Con 16 C	6	3⅜x4⅝	27.3	Pb	Zen	Vac	DR	Own	C	4	Tim 65001H	Wo	42.0	4	Tr	151	4950	32x6	32x6D
*Federal DSW	2½-3	1050	Con W 10	4	3⅞x4¼	24.0	Pb	Zen	P	DR	W-G T9	U	4	Cla B-374	Sp	40.8	6	Tr	158	3800	6.00x20	32x6
Federal T10B	2½-3	2740	Con 16 R	6	4 x4⅛	38.4	Pb	Zen	P	DR	Own	C	4	Tim 58200H	Sp	36.3	4	Tr	165	6550	34x7	34x7D
Federal T10W	2½-3	2915	Con 16 R	6	4 x4⅛	38.4	Pb	Zen	P	DR	Own	C	4	Tim 65201H	Wo	44.0	4	Tr	165	6550	34x7	34x7D
Federal U6	3-3½	3860	Con 18 R	6	4 x4½	38.4	Pb	Str	P	DR	Br-L 55	C	7	Tim 65706HP	Wo	64.6	4	D	165	7220	34x7	34x7D
Federal 4C6A	4-5	4735	Con 20 R	6	4⅛x4¾	40.8	Pb	Zen	P	DR	Br-L 55	C	7	Tim 66704HP	Wo	73.6	4	D	192	8330	36x8	36x8D
Federal 4C6AB	4-5	4960	Con 20 R	6	4⅛x4¾	40.8	Pb	Zen	P	DR	Br-L 55	C	7	Tim 66704TWP	Wo	73.6	4	D	192	8850	36x8	36x8D
*Federal U6SW	6	6000	Con 20 R	6	4⅛x4¾	40.8	Pb	Zen	P	DR	Br-L 55	C	7	Tim SW 200	Wo	71.3	6	Tr	201	9850	34x7	34x7D
*Federal U6SWAB	6	6500	Con 20 R	6	4⅛x4¾	40.8	Pb	Zen	P	DR	Br-L 55	C	7	Tim SW 200	Wo	71.3	6	Tr	201	9900	34x7	34x7D
Federal X8	7½	5085	Con B 7	4	5 x6	40	Pw	Zen	Vac	AB	Br-L 60	C	7	Tim 68700DP	Wo	110.9	R	D	162	9750	36x6S	40x14S
Federal X8R	7½	5810	Con 21 R	6	4¾x4¾	45.9	Pb	Zen	P	DR	Br-L 60	C	7	Tim 68700DP	Wo	110.9	R	D	162	10000	40x8	40x8D
*Federal 4C6SW	8	7500	Con 21 R	6	4¾x4¾	45.9	Pb	Zen	P	DR	Br-L 55	C	7	Tim SW 300	Wo	80.8	6	Tr	231	11500	36x8	36x8D
Ford AA	1½	510	Own	4	3⅞x4¼	24.0	Sp	Zen	Gra	Own	Own	U	4	Own	St	42.24	4	R	131½	2723	6.00x20	32x6
Ford AA	1½	535	Own	4	3⅞x4¼	24.0	Sp	Zen	Gra	Own	Own	U	4	Own	St	42.24	4	R	157	2811	6.00x30	6.00x30D
F. W. D.—H	1½	3300	Wis S U	4	4 x5	25.6	Pb	Zen	Vac	Eis	Cotta	C	4	Own	St	38.1	4	R	121	5300	34x7	34x7
F. W. D.—H6	2	3425	Wak	6	3½x4½	29.4	Pb	Zen	Vac	Eis	Br-L	U	4	Own	St	35.0	4	R	183	5500	34x7	34x7
F. W. D.—BTL4	2	3900	Wis S U	4	4 x5	25.6	Pb	Zen	Vac	Eis	Br-L	C	7	Own	St	84.7	4	R	120	6000	36x8	36x8
F. W. D.—HH6	2½	4000	Wak	6	3¾x4½	33.7	Pb	Zen	Vac	Eis	Br-L	C	7	Own	St	101.0	4	R	133	5700	36x8	36x8
F. W. D.—B	3	4200	Own	4	4¾x5½	36.1	Pb	Str	Gra	Eis	Own	C	3	Own	St	35.6	4	R	124	6460	36x6S	36x6S
F. W. D.—B 5	3	4525	Own	4	4¾x5½	36.1	Pb	Str	Gra	Eis	Own	C	5	Own	St	88.6	4	R	132	6800	36x6S	36x6S
F. W. D.—B T	3	4742	Own	4	4¾x5½	36.1	Pb	Str	Vac	Eis	Own	C	5	Own	St	101.0	4	R	133¾	7700	40x7S	40x8SD

1930 COMMERCIAL CARS BUILT IN THE UNITED STATES

Make and Model	Capacity—Tons	Chassis Price	Engine	No. of Cyl.	Bore Stroke	Tax H. P.	Oil System	Carburetor	Fuel Feed	Ignit. System	Gear Set	Location	No. Spds. For.	Rear Axle	Final Drive	Reduction in Low	Brakes, Foot	Brakes, Hand	Standard Wheel Base	Chassis Weight	Standard Tire Sizes Front	Rear
F. W. D.—U 4	3	4575	Own	4	4¾x5½	36.1	Pb	Str	Vac	Eis	Own	C	5	Own	St	88.6	4	R	148	7000	36x6S	36x6S
F. W. D.—C U 6	3½	5120	Wak	6	4 x4¾	38.6	Pb	Zen	Vac	Eis	Own	C	5	Own	St	88.6	4	R	148	7200	36x6S	36x8S
*F. W. D.—X 6	6	6500	Wak	6	4¼x4¾	43.3	Pb	Zen	Vac	Eis	Own	C	5	Own	St	88.6	*	4	170	9500	36x8	36x8
Garford Series S 11	1	1600	Bud H S 6	6	3⅜x4½	27.3	Pb	Zen	Vac	Aut	Br-L	U	4	Col	Sp	25.5	4	D	142	3900	30x5	30x5
Garford Series 40	1½	2990	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L	U	4	Tim	Wo	34.8	4	D	168	4700	34x5	D34x5
Garford Series 40	2	3240	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L	U	4	Tim	Wo	34.8	4	D	168	4900	36x6	D36x6
Garford Series 60	2½	4580	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Ful	U	5	Tim	Wo	63.0	4	D	175	7000	36x6	D36x6
Garford Series 80	3½	5250	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim	Wo	98.2	4	D	175	8200	S36x6	S36x12
Garford Series 100	5	5830	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim	Wo	95.0	4	D	175	9600	S36x6	S40x14
Gen. Mot. T11-1001	*3800	625	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Own	U	3	Pontiac	Sp	14.7	4	4	109⅝	1980	5.00x19B	5.50x19B
Gen. Mot. T15-1501	*5400	695	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Own	U	3	Tim 51500	Sp	16.14	4	4	130	2625	5.50x20B	5.50x20B
Gen. Mot. T17-1701	*5500	735	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Own	U	3	Tim 51505	Sp	16.04	4	4	130	2650	6.50x20B	6.50x20B
Gen. Mot. T17-1707	*6500	750	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Own	U	3	Tim 51505	Sp	16.04	4	4	130	2670	5.50x20B	32x6
Gen. Mot. T19-2201	*6300	895	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Mun	U	4	Tim 5261	Sp	34.45	4	D	130	2850	5.50x20B	32x6
Gen. Mot. T19-2214	*8500	995	Pontiac	6	3⅛x3⅞	26.3	Pb	Mar	P	DR	Mun	U	4	Tim 5261	Sp	34.45	4	D	130	2925	30x5	30x5D
Gen. Mot. T25-2501	*6800	1235	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Tim 5261	Sp	29.62	4	D	130	3375	6.00x20B	7.50x20B
Gen. Mot. T25-2509	*8500	1300	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Tim 5261	Sp	29.62	4	D	130	3425	30x5	30x5D
Gen. Mot. T30-3206	*9000	1555	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat 1617	Sp	28.6	4	D	141	4450	6.00x20B	8.25x20B
Gen. Mot. T30-3203	*11000	1605	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat 1617	Sp	28.6	4	D	141	4525	32x6	32x6D
Gen. Mot. T42-4206	*10600	1735	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat 1717	Sp	33.38	4	D	141	4575	7.00x20B	9.00x20B
Gen. Mot. T42-4203	*14000	1960	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat 1717	Sp	33.38	4	D	141	4905	36x6	36x6D
Gen. Mot. T44-4401	*12000	1965	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat T44DR	2R	40.89	4	D	141	4825	32x6	32x6D
Gen. Mot. T44-4404	*15000	2095	Buick	6	3⅞x4⅝	28.3	Pb	Mar	P	DR	Mun	U	4	Eat T44DR	2R	40.89	4	D	141	5095	34x7	34x7D
Gen. Mot. T60-6202	*16500	3035	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Mun	U	4	Tim 65706	Wo	52.53	4	D	154¼	6925	34x7	34x7D
Gen. Mot. T60-6205	*18500	3150	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Mun	U	4	Tim 65706	Wo	52.53	4	D	154¼	6925	9.00x20B	9.00x20DB
Gen. Mot. T82-8202	*19000	3795	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Br-L	C	5	Tim 66704	Wo	82.2	4	D	155	7500	9.00x20B	9.00x20DB
Gen. Mot. T82-8207	*22000	4070	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Br-L	C	5	Tim 66704	Wo	82.2	4	D	155	7850	38x7	38x9D
Gen. Mot. T90-9001	*23000	5885	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Br-L	C	5	Tim SW-200	Wo	76.04	WR	D	185⅛	9400	7.50x20B	7.50x20D
Gen. Mot. T90-9004	*28000	6055	Buick	6	3¾x5	33.7	Pb	Mar	P	DR	Br-L	C	5	Tim SW-200	Wo	76.04	WR	D	185¼	9775	8.25x20B	8.25x20DB
*Gramm B	1¾	1495	Lyc 4 SL	6	3¼x4½	25.3	Pb	Zen	Vac	Aut	Cov	U	4	Tim	Sp	34.3	4	Tr	140	3800	6.50x20	6.50x20D
*Gramm C	2	1795	Lyc ASA	6	3⅝x4½	31.54	Pb	Zen	P	Aut	Cov	U	4	Tim	Sp	31	4	Tr	160	4820	7.00x20	7.00x20D
*Gramm D	2½	2195	Lyc TS	6	3⅞x5	36	Pb	Zen	P	Aut	Cov	U	4	Tim	Sp	33	4	Tr	160	5100	7.50x20	7.50x20D
*Gramm E	3	2595	Lyc TS	6	3⅞x5	36	Pb	Zen	P	Aut	Ful	U	4	Tim	Sp	35	4	Tr	160	5300	8.25x20	8.25x20D
*Gramm EY	3	3595	Con 20 R	6	4⅛x4¾	40.80	Pb	Zen	P	Aut	Ful	U	4	Tim	Sp	30	4	D	190	6750	32x6	32x6D
*Gramm T-38	3	3595	Lyc TS	6	3⅞x5	36	Pb	Zen	P	Aut	Ful	U	4	Wis	2R	45	D	R	153	7200	36x5S	36x10S
*Gramm O-45	4	3995	Lyc TS	6	3⅞x5	36	Pb	Zen	P	Aut	Ful	C	8	Wis	2R	75.8	D	R	153	7700	36x5S	36x12S
*Gramm GY	4	4345	Con 21 R	6	4⅜x4¾	45.9	Pb	Zen	P	Aut	Ful	U	4	Wis	2R	28	4	D	210	7200	34x7	34x7D
*Gramm O-60	5	4745	Lyc TS	6	3⅞x5	36	Pb	Zen	P	Aut	Ful	C	8	Wis	2R	78.4	D	R	153	8800	36x6S	36x14S
*Gramm HY	5	6545	Con 16 H	6	4¾x5¾	54.15	Pb	Zen	P	Aut	Ful	U	4	Wis	2R	25.2	4	D	236	9600	36x8	36x8D
Indiana 64	1	1195	Con	6	3⅜x4⅝	27.3	Pb	Str	Vac	Aut	Br-L	U	3	Col	Sp	21.3	4	Tr	137	3435	30x5	30x5
Indiana 74	1¼	1290	Con	6	3⅜x4⅝	27.3	Pb	Str	Vac	Aut	Br-L	U	4	Col	Sp	25.6	4	Tr	137	3450	32x6	32x6
Indiana 11	1¼	1425	Her	4	4 x5	25.6	Pb	Str	Gra	Aut	Br-L	U	3	Cla	Sp	24.48	R	R	129½	3500	30x5	30x5
Indiana 89	1½	1525	Con	6	3⅜x4⅝	27.3	Pb	Str	Vac	Aut	Br-L	U	4	Col	Sp	25.6	4	Tr	149	3650	32x6	32x6
Indiana 111	1½	1630	Her	4	4 x5	25.6	Pb	Str	Gra	Aut	Br-L	U	3	Cla	Sp	26.4	R	R	129½	3600	30x5	32x6
Indiana 111 XW	2	1850	Her	4	4 x5	25.6	Pb	Str	Vac	Eis	Br-L	U	4	Wis	2R	30.14	R	Tr	120	3740	32x6	32x6D
Indiana 120	2	1990	Con	6	4 x4⅛	38.4	Pb	Str	P	Aut	Br-L	U	4	Tim	Sp	—	4	Tr	156	5200	32x6	32x6D
Indiana 140	2	2495	Con	6	4 x4⅛	38.4	Pb	Str	P	Aut	Br-L	U	4	Wis	2R	—	4V	Tr	156	5500	32x6	32x6D
Indiana 115 A	2½	2740	Her	4	4¼x5	28.9	Pb	Str	Vac	Eis	Br-L	U	4	Cla	Sp	42.99	R	Tr	132	4970	32x6	34x7D
Indiana 170	2½	3160	Con	6	4⅛x4¾	40.8	Pb	Str	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	6800	32x6	32x6D
Indiana 127 AW	3	3775	Her	4	4¼x5	28.90	Pb	Str	Vac	Eis	Br-L	U	5	Wis	2R	41.72	RV	D	153¼	7000	34x7	34x7D
Indiana 627 AW	3	4075	Wis	6	4 x5	38.40	Pb	Str	Vac	Eis	Br-L	U	5	Wis	2R	41.72	RV	D	156¼	7200	34x7	34x7D
Indiana 195	3	3820	Con	6	4⅛x4¾	40.8	Pb	Str	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	7500	34x7	34x7D
Indiana 190	3	4185	Con	6	4⅛x4¾	40.8	Pb	Str	P	Aut	Br-L	C	7	Tim	Wo	—	RV	D	168½	7625	34x7	34x7D
Indiana 220	3½	4560	Con	6	4⅜x4¾	45.9	Pb	Str	P	Aut	Br-L	U	4	Wis	2R	—	4HV	D	170	8200	36x8	36x8D
Indiana 250	5	5950	Con	6	4⅜x4¾	45.9	Pb	Str	P	Aut	Br-L	U	4	Tim	Wo	—	4HMV	D	182	10000	40x8	40x8D
Indiana 290	7	7250	Con	6	4¾x5¾	54.15	Pb	Str	P	L-N	Br-L	C	7	Tim	Wo	—	4W	D	182	10750	38x7	40x14S
Indiana 640	10	9700	Con	6	4¾x5¾	54.15	Pb	Str	P	L-N	Br-L	C	7	Tim	Wo	—	4RW	D	212	14000	38x7	36x10S
International AW-1	¾	720	Wak X A	4	3½x4½	19.6	Pb	Zen	Vac	DR	Mec	U	3	Eat 517	Sp	17.4	4	2	136	2620	5.25x20	5.25x20
Int. Harvester Sp. Del.	¾	720	Wak X A	4	3½x4½	19.6	Pb	Zen	Vac	DR	Mec	U	3	Eat 502 R	Sp	15.1	4	2	124	2200	30x5.25	30x5.25
Int. Harv. 6 Spd. Spec.	1	820	Wak X A	4	3½x4½	19.6	Pb	Zen	Vac	DR	Mec	U	3	Eat 1124	Sp	52.6	4	2	124	2430	30x5	30x5
Int. Harvester S-24	1¼	1160	Lyc C T	4	3¾x5	22.5	Pw	Zen	Vac	DR	Own	U	3	Eat 1002	Sp	21.3	4	2	130	3200	30x5	30x5
Int. Harvester S-26	1¼	1310	Lyc 4 S L	6	3¼x4½	25.3	Pb	Zen	Vac	DR	Own	U	3	Eat 1002	Sp	21.3	4	2	130	3250	30x5	30x5
Int. Harvester SF-34	1½	1450	Lyc C T	4	3¾x5	22.5	Pw	Zen	Vac	DR	Own	U	3	Eat 1502	Sp	22.6	4	2	140	3520	30x5	32x6
International AL-3	1½	1450	Lyc SLH	6	3¼x4½	25.3	Pb	Zen	Vac	DR	W-G	U	4	Eat 1518	Sp	42.9	4	2	138	4300	6.00x20	6.00x20D
Int. Harvester SF-36	1½	1600	Lyc 4 S L	6	3¼x4½	25.3	Pb	Zen	Vac	DR	Own	U	3	Eat 1502	Sp	22.6	4	2	140	3570	30x5	32x6
Int. Harvester SD-44	2	1590	Lyc C T	4	3¾x5	22.5	Pw	Zen	Vac	AB	Own	U	4	Eat 2002	Sp	40.6	4	2	117	3700	30x5	32x6
Int. Harvester SD-46	2	1740	Lyc 4 S L	6	3¼x4½	25.3	Pb	Zen	Vac	AB	Own	U	4	Eat 2002	Sp	40.6	4	2	117	3750	30x5	32x6
Int. Harvester SF-46	2	1950	Lyc 4 S L	6	3¼x4½	25.3	Pb	Zen	Vac	DR	Own	U	4	Eat 2002	Sp	40.6	4	2	140	4000	32x6	32x6D
Int. Harvester A-4	2	1985	Own-FBB	6	3⅝x4½	31.5	Pb	Zen	Vac	DR	Own	U	5	Eat 1712	Sp	47.8	4	2	145	5070	32x6	32x6D
Int. Harvester HS-54	2½	3850	Hall-S 151	4	4¼x5½	28.9	Pb	Zen	Vac	RB	Own	U	5	Eat 54	2R	60.5	4	4	148	8000	36x5S	36x8S
Int. Harvester HS-54-C	2½	3850	Hall-S 151	4	4¼x5½	28.9	Pb	Zen	Vac	RB	Own	U	5	Own A M 428	Ch	63.8	4	4	148	8665	36x5S	36x10S
Int. Harvester W-1	2½	3850	Hall-S 151	4	4¼x5½	28.9	Pb	Zen	Vac	RB	Own	U	5	Eat 58	2R	60.5	4	2	148	8300	36x5S	36x8S
Int. Harvester A-5	3	2550	Own-FBB	6	3⅝x4½	31.5	Pb	Zen	Vac	DR	Own	U	5	Eat 2112	Sp	52.6	4	2	156	5606	34x7	34x7D
Int. Harvester HS-74	3½	4850	Hall-S 152	4	4¾x5½	36.1	Pb	Zen	Vac	RB	Own	U	5	Eat 74	2R	70.5	4	4	160	10700	36x5S	40x12S
Int. Harvester HS-74-C	3½	4850	Hall-S 152	4	4¾x5½	36.1	Pb	Zen	Vac	RB	Own	U	5	Own A M 427	Ch	79.1	4	4	160	11000	36x6S	40x12S
Int. Harv's'r HS-104-C	5	5500	Hall-S 152	4	4¾x5½	36.1	Pb	Zen	Vac	RB	Own	U	5	Own A M 427	Ch	90.5	4	4	160	11095	36x6S	40x14S
La France-Repub. A-1	*6000	795	Lyc	6	2⅞x4¾	19.8	Pb	Zen	Vac	Aut	Ful	U	4	Tim	Sp	36.1	4	Tr	132	3000	5.50x20	32x6
La France-Repub. C-1	*7000	1295	Lyc	6	3¼x4½	25.4	Pb	Zen	Vac	Aut	Ful	U	4	Tim	Sp	29.1	4	Tr	144	3300	6.00x20	32x6
La France-Repub. D-1	*9000	1595	Lyc	6	3¼x4½	25.4	Pb	Zen	Vac	Aut	Ful	U	4	Tim	Sp	37.9	4	Tr	144	3725	30x5	30x5D
La France-Repub. F-2	*13000	2395	Lyc	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Ful	U	4	Tim	Sp	40.1	4	D	174	5400	32x6	32x6D
La France-Repub. H-1	*15000	2985	Lyc	6	3⅞x5	36.0	Pb	Zen	Vac	Aut	Ful	U	4	Eat	Sp	36.0	4	D	163	5850	34x7	34x7D
La France-Repub. L-1	*18000	3595	Lyc	6	3⅞x5	36.0	Pb	Zen	Vac	Aut	Ful	U	4	Eat	2R	48.0	4	D	180	6900	36x8	36x8D
La France-Repub. M-1	*20000	3800	Wak	6	4 x4¾	38.4	Pb	Zen	Vac	Aut	Ful	U	5	Eat	2R	62.3	R	D	171	6900	36x8	36x8D
Mack BL	1	2500	Own	6	3¼x5	25.39	Pw	Str	Vac	NE	Own	U	4	Own	Sp	Opt	4	D	148	——	B6.00x20	DB6.00x20
†'Mack BG	1½	3000	Own	6	3⅝x5	31.57	Pw	Str	Vac	NE	Own	U	4	Own	Sp	Opt	4	D	138-156	——	32x6	D32x6
Mack AB	2½-3	3950	Own	4	4¼x5	28.9	Pb	Str	Gra	RB	Own	U	4	Own	2R	Opt	R	D	2-Opt	——	36x4S	36x8S
††Mack AB	2½-3	3500	Own	4	4¼x5	28.9	Pb	Str	Gra	RB	Own	U	4	Own	Ch	Opt	R	D	2-Opt	——	36x4S	36x8S
Mack AB	2½-3	4750	Own	6	3⅝x5	31.57	Pw	Str	Vac	NE	Own	U	4	Own	2R	Opt	R	D	2-Opt	——	34x7	D34x7
††Mack AB	2½-3	4300	Own	6	3⅝x5	31.57	Pw	Str	Vac	NE	Own	U	4	Own	Ch	Opt	R	D	2-Opt	——	34x7	D34x7
††Mack B	3-4	5250	Own	6	4 x5½	38.4	Pb	Str	Vac	NE	Own	U	4	Own	2R	Opt	4	D	2-Opt	——	36x8	D36x8
††Mack BC	3½-5	5500	Own	6	4 x5½	38.4	Pb	Str	Vac	NE	Own	U	4	Own	Ch	Opt	4	D	2-Opt		36x8	36x8D
††Mack BJ	3½-5	6150	Own	6	4½x5½	48.6	Pb	Str	Vac	NE	Own	C	4	Own	2R	Opt	4	D	3-Opt	——	36x8	36x8D
††Mack AK	3½-5	5150	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	J	4	Own	Ch	Opt	4	J	3-Opt	——	36x5S	36x5DS
††Mack AK	3½-5	5250	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	C	4	Own	2R	Opt	4	D	3-Opt	——	36x5S	36x5DS
††Mack AC	3½-5	4950	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	J	4	Own	Ch	Opt	J	R	3-Opt	——	36x5S	40x10S
††Mack AC	5½-7	5500	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	J	4	Own	Ch	Opt	J	R	3-Opt	——	36x6S	40x12S
††Mack AC	7½	6000	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	J	4	Own	Ch	Opt	J	R	3-Opt	——	36: 7S	40x14S
††Mack AP	7½	9500	Own	6	5 x6	60.0	Pb	Str	Gra	NE	Own	J	4	Own	Ch	Opt	R	J	191	——	36x7S	40x8DS
††Mack A C 6-wheel	10	7500	Own	4	5 x6	40.0	Pb	Str	Gra	RB	Own	J	4	Own	Ch	Opt	4R	J	3-Opt	——	36x7S	40x12S
††Mack AP 6-wheel	10	12000	Own	6	5 x6	60.0	Pb	Str	Gra	NE	Own	J	4	Own	Ch	Opt	4R	J	3-Opt	——	36x7	40x12S
Paige	¾	860	Own	6	3¼x4½	25.35	Pb	DL	P	DR	W-G	U	3	Sal	Sp	17.36	4	Tr	115	2465	B5.50x19	B5.50x19
Relay Series 15	¾	1370	Con 17 E	6	3⅜x4	27.3	Pb	Str	Vac	Aut	W-G	U	4	Own	R	38.4	4	D	131	3750	30x5P	30x5P
Relay Series 15	1	1400	Con 17 E	6	3⅜x4	27.3	Pb	Str	Vac	Aut	W-G	U	4	Own	R	38.4	4	D	139	3800	30x5P	30x5P
Relay Series 40	1½	2990	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L	U	4	Own	R	34.5	4	D	168	5300	34x5	D34x5
Relay Series S 11	2	2030	Bud H S 6	6	3⅜x4½	27.3	Pb	Zen	Vac	Aut	Br-L	U	4	Own	R	30.0	4	D	162	4700	32x6	D32x6
Relay Series 50	2	3860	Bud D W 6	6	3¾x5	33.7	Pb	Zen	Vac	Aut	Br-L	U	5	Own	R	58.5	4	D	161	6800	36x6	D36x6
Relay Series 60	2½	4555	Bud B A 6	6	4 x5⅛	40.8	Pb	Zen	Vac	Aut	Ful	U	5	Own	R	63.7	4	D	175	7350	36x6	D36x6
Relay Series 80	3	5330	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	U	8	Own	R	84.18	4	D	175	8400	36x6	S40x10
Relay Series 80	4	5380	Bud B A	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Cov	C	8	Own	R	84.18	4	D	175	8800	38x7	S40x14
Relay Series 100	5	6615	Con 21 R	6	4⅜x4¾	45.9	Pb	Str	Vac	Aut	Ful	U	5	Own	R	63.7	4	D	230	10000	9.00x24	D9.75x24
Reo D F 129	½	1095	Own	6	3⅜x5	27.3	Pb	Sch	P	DR	Own	U	3	Own	Sp	17.1	4	Tr	129	——	6.00x20	32x6

Major Specifications and Mechanical Details of 1930 Commercial Cars Built in the United States

Make and Model	Capacity—Tons	Chassis Price	Engine	No. of Cyl.	Bore and Stroke	Tax H. P.	Oily System	Carburetor	Fuel Feed	Ignit. System	Gear Set	Location	No. Spds. For.	Rear Axle	Final Drive	Reduction in Low	Brakes, Foot	Brakes, Hand	Standard Wheel Base	Chassis Weight	Standard Tire Sizes Front	Rear
Reo 15 Junior	½	785	Con 19 E	6	3⅜x4	27.3	Pb	Sch	P	DR	W-G	U	3	Sal	Sp	14.63	4	Tr	115	2290	6.00x18	6.00x18
Reo D F	1	1095	Own C B	6	3⅜x5	27.3	Pb	Sch	P	DR	Own	U	3	Own	Sp	17.1	4	Tr	135	3200	6.00x20	32x6
Reo F A	1½	1295	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	34.32	4	Tr	137	3525	6.00x20	32x6
Reo F E	1½	1395	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	34.32	4	Tr	152	3700	6.00x20	32x6
Reo F F	1½	1395	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	34.32	4	Tr	156	3750	6.00x20	32x6
Reo F H	2	1595	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	37.6	4	Tr	142	4165	32x6	32x6D
Reo F C	2	1645	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	37.62	4	Tr	152	4025	32x6	32x6D
Reo F D	2	1745	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	37.62	4	Tr	168	4075	32x6	32x6D
Reo G A	3	2035	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	41.05	4	Tr	163	4625	32x6	32x6D
Reo G C	3	2140	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	41.05	4	Tr	179	4850	32x6	32x6D
Reo G D	3	2085	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	78.1	4	Tr	144	4570	32x6	32x6D
Reo G C S	3	2375	Own	6	3⅜x5	27.3	Pb	Sch	Vac	DR	Own	U	4	Own	Sp	41.05	4	Tr	210	5320	32x6	32x6D
Rugby T	½	655	Con	6	3¼x4	25.4	Pb	Str	P	Aut	Own	U	3	Own	Sp	15.6	4	4	—	2160	29x5	29x5
Rugby 6-15	1	865	Con	6	3¼x4	25.4	Pb	Str	P	Aut	Br-L	U	4	Sal	Sp	34.49	4	Tr	135	2900	20x5.50	32x6
Rugby 615	1½	930	Con	6	3¼x4	25.4	Pb	Str	P	Aut	Br-L	U	4	Sal	Sp	34.49	4	Tr	135	3000	5.50x20	30x5D
Selden 7 C	1	1098	Con	6	2⅞x4¾	19.84	Pb	Zen	Vac	Aut	Br-L	U	3	Tim	Sp	—	4	D	124	3600	30x5	30x5
Selden 17 C	1½	1500	Con	6	3⅜x4	27.3	Pb	Zen	Vac	Aut	Br-L	U	4	Tim	Sp	—	4	D	142	3000	32x6	32x6
Selden 317 C	1½	1610	Con	6	3⅜x4⅜	27.34	Pb	Str	Vac	Aut	Br-L	U	4	Tim	Sp	—	4	D	142	3900	32x6	32x6
Selden 37 C	2	1935	Con	6	3⅜x4⅝	27.34	Pb	Str	Vac	Aut	Br-L	U	4	Tim	Sp	—	4	D	151	4800	32x6	32x6D
Selden 39 C	2½	2920	Con	6	4 x4⅛	38.4	Pb	Str	Vac	Aut	Br-L	U	4	Tim	Sp	—	4	D	164	5800	32x6	32x6D
Selden 47 C B	3½	3785	Con	6	4 x4½	38.4	Pb	Str	Vac	Aut	Br-L	U	4	Tim	Sp	—	4	D	171	7200	34x7	34x7D
Selden 47 C D	4	4435	Con	6	4 x4½	38.4	Pb	Str	Vac	Aut	Br-L	U	5	Wis	2R	—	4	D	171	7600	36x8	36x8D
Selden 67 C	5	4975	Con	6	4⅜x4¾	45.94	Pb	Str	Vac	Aut	Br-L	C	7	Wis	2R	—	4	D	171	8700	36x8	36x8D
Selden 77	7	7365	Con	6	4¾x5¾	54.15	Pb	Str	Vac	Aut	Br-L	C	7	Wis	2R	—	4	D	178	12000	36x7	40x7D
Service Series S 11	1	1600	Bud H S 6	6	3⅜x4½	27.3	Pb	Zen	Vac	Aut	Br-L	U	4	Col	Sp	25.5	4	D	142	3900	30x5	30x5
Service Series 40	1½	2990	Bud D S 6	6	3⅝x5	31.5	Pb	Zen	Vac	Aut	Br-L	U	4	Tim	Wo	34.8	4	D	168	4700	34x5	D34x5
Service Series 60	2½	4580	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Ful	U	5	Tim	Wo	63.0	4	D	175	7000	36x6	36x6
Service Series 80	3½	5250	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim	Wo	98.2	4	D	175	8200	S36x6	S36x12
Service Series 80	4	5330	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim	Wo	98.2	4	D	175	8400	S36x6	S36x14
Service Series 100	5	5830	Bud B A 6	6	4⅛x5⅛	40.8	Pb	Zen	Vac	Aut	Br-L	C	7	Tim	Wo	95.0	4	D	175	9600	S36x6	S40x14
Stewart 30	1	695	Lyc AFE	4	3¾x4½	22.5	Pb	Str	Vac	DR	W-G	U	4	Sal	Sp	35.1	4	D	130	2905	6.50x20	6.50x20
Stewart 30 X	1	795	Lyc WRG	6	2⅞x4¾	19.8	Pb	Str	Vac	DR	W-G	U	4	Sal	Sp	35.1	4	D	130	2965	6.50x20	6.50x20
Stewart 40	1½	895	Lyc AFE	4	3¾x4½	22.5	P	Str	Vac	DR	W-G	U	4	Cla	Sp	35.1	4	D	130	3215	6.50x20	6.50x20D
Stewart 40X	1½	995	Lyc WTG	6	3 x4½	23.8	Pb	Str	Vac	DR	W-G	U	4	Sal	Sp	35.1	4	D	130	3250	6.50x20	6.50x20D
Stewart 34 X	1½	1195	Lyc 4 SL	6	3¼x4½	25.3	Pb	Str	Vac	DR	W-G	U	4	Cla	Sp	35.1	4	D	145	3526	6.50x20	6.50x20
Stewart 28 X	1¾	1495	Lyc 4 SL	6	3¼x4½	25.3	Pb	Str	Vac	DR	Ful	U	4	Cla	Sp	44.1	4	D	136	3840	6.50x20	6.50x20
Stewart 29XS	2	1695	Lyc ASA	6	3⅝x4½	25.8	Pb	Str	P	DR	Ful	U	4	Cla	Sp	44.1	4	D	145	4188	32x6	32x6D
Stewart 26 XW	2	2290	Lyc TF	6	3⅝x5	31.5	Pw	Str	Vac	DR	Ful	U	4	Tim	Wo	48.1	4	D	165	5095	32x6	32x6D
*Stewart 18 X	2½	2690	Lyc TF	6	3⅝x5	31.5	Pw	Str	Vac	DR	Ful	U	4	Tim	Wo	48.1	4	D	165	5788	32x6	32x6D
Stewart 32 X	2½	1990	Lyc ASA	6	3⅝x4½	31.54	Pw	Str	Vac	DR	Ful	U	4	Cla	Sp	46.1	4	D	165	5100	32x6	32x6D
Stewart 35 X	3	2590	Lyc AFD	6	3¾x4½	33.8	Pw	Str	P	DR	Ful	U	4	Cla	Sp	46.1	4	DR	165	5800	8.25x20B	8.25x20D
Stewart 33 X	3	3290	Lyc TS	6	3⅞x5	36.2	Pw	Str	Vac	DR	Ful	U	4	Tim	Wo	105.1	4	D	165	6450	34x7	34x7D
Stewart 19 X	3½	3690	Lyc TS	6	3⅞x5	36.2	Pw	Str	Vac	DR	Ful	C	12	Tim	Wo	105.1	4	D	165	6990	36x5	36x10
Stewart 31 X	5	4990	Wak 6 RSL	6	4⅜x5⅛	45.9	Pw	Str	Vac	DR	Ful	C	8	Tim	Wo	82.1	4	D	165	8400	36x6S	36x8SD
Stewart 27 X	6-7	5700	Wak 6 RSL	6	4⅜x5⅛	45.99	Pw	Str	Vac	DR	Ful	U	8	Tim	Wo	93.81	4	D	165	9927	36x7	40x7D
Studebaker GN-P	¾	845	Own	6	3⅜x4⅛	27.3	Pb	Str	P	DR	Own	U	3	Own	Sp	15.15	4	‡4	115	2465	6.00x19	6.00x10
Studebaker GN-S	1	1045	Own	6	3⅜x4⅛	27.3	Pb	Str	P	DR	Own	U	3	Own	Sp	13.8	4	D	130	2990	6.00x20	30x5
Studebaker GK-N	1	1095	Own	6	3⅜x4⅛	27.3	Pb	Str	P	DR	Own	U	3	Own	Sp	13.8	4	D	146	3000	30x5	30x5
Studebaker S-20	1½	695	Own	6	3¼x4⅛	25.4	Pb	Str	P	DR	W-G	U	4	Tim	Sp	36.2	4	4	130	3000	6.00x20	32x6
Studebaker S-30	1½	775	Own	6	3¼x4⅛	25.4	Pb	Str	P	DR	W-G	U	4	Tim	Sp	36.2	4	4	160		6.00x20	32x6
Studebaker S-50	2	895	Own	6	3¼x4⅛	25.4	Pb	Str	P	DR	W-G	U	4	Tim	Sp	37.4	4	4	148		6.50x20	6.50x20D
Studebaker S-60	2	945	Own	6	3¼x4⅛	25.4	Pb	Str	P	DR	W-G	U	4	Tim	Sp	37.4	4	4	160		6.50x20	6.50x20D
Studebaker GN-N	*4000	1245	Own	6	3⅜x4⅛	27.3	Pb	Str	P	DR	Cla	U	4	Cla	Sp	33.5	4	D	146	3265	30x5	32x6
Studebaker 77	*12500	2895	Own	8	3½x4⅜	39.2	Pb	Str	P	DR	Ful	U	4	Eat	Sp	24.6	4V	D	158	5030	7.00x20	7.00x20D
Studebaker 88	*12500	3295	Own	8	3½x4⅜	39.2	Pb	Str	P	DR	Ful	U	4	Eat	Sp	24.6	4V	D	184	5200	7.50x20	7.50x20D
Studebaker 99	*14000	3795	Own	8	3½x4⅜	39.2	Pb	Str	P	DR	Ful	U	4	Eat	Sp	24.6	4V	D	184	5680	7.50x20	7.50x20D
Whippet 96 A	½	360	Own 96 A	4	3⅛x4¾	15.6	Pb	Til	Vac	Aut	Own	U	3	Own	Sp	14.74	4	B	103¼	1665	4.75x19	4.75x19
White 15 B		1545	Own GKA	4	3¾x5⅛	22.5	CS	Zen	Vac	L-N	Own	C	4	Own	Sp	18.6	R	R	133½	3402	30x5	30x5
White 60		1850	Own 2 A	6	3½x4½	29.4	Pw	Zen	Vac	DR	Own	U	3	Own	Sp	17.9	4	D	138	3739	30x5	30x5
White 57		2725	Own GRC	4	4 x5¾	25.6	Pw	Zen	Vac	L-N	Own	U	4	Own	Sp	19.3	R	R	146	3935	32x6	32x6
White 29 A		2125	Own GKA	4	3¾x5⅛	22.5	CS	Zen	Vac	L-N	Own	C	4	Own	2R	32.1	R	R	145½	4572	34x5	34x5D
White 61		2450	Own 4 A	6	3¾x4½	33.75	Pw	Zen	Vac	DR	Own	U	4	Own	Sp	23.4	4	D	148	4789	30x5	30x5D
White 56		3125	Own GRC	4	4 x5¾	25.6	Pw	Zen	Vac	Mag	Own	U	4	Own	Sp	26.2	R	D	165	5276	36x4S	36x7S
White 51 A		3750	Own GRB	4	4¼x5¾	28.9	Pw	Zen	Vac	Mag	Own	U	4	Own	Sp	35.6	R	D	170	6438	36x5S	36x9S
White 58		4400	Own GRB	4	4¼x5¾	28.9	Pw	Zen	Vac	Mag	Own	U	4	Own	IG	49.7	D	R	170	6438	36x5S	36x9S
White 55		4650	Own GRB	4	4¼x5¾	28.9	Pw	Zen	Vac	Mag	Own	U	4	Own	IG	66.1	D	R	174	8737	36x5S	40x5SD
White 52 T		4700	Own GRB	4	4¼x5¾	28.9	Pw	Zen	Vac	Mag	Own	U	4	Own	IG	76.5	D	R	129½	8461	36x5S	40x5SD
White 52		5100	Own GRB	4	4¼x5¾	28.9	Pw	Zen	Vac	Mag	Own	U	5	Own	IG	92.3	D	R	174	9409	36x6S	40x12S
White 59 A		6000	Own 3 A	6	4 x5¼	38.4	Pw	Zen	P	DR	Own	U	4	Own	Sp	66.5	D	R	155	9775	40x8	40x14S
White 63		5000	Own 3 A	6	4 x5¼	38.4	Pw	Zen	P	DR	Own	U	4	Own	Sp	41.4	4	D	168	8350	34x7P	34x7DP
White 64		6300	Own 1 A	6	4⅜x5¾	45.94	Pw	Zen	P	LN	Own	U	4	Own	2R	46.8	4	D	180	9154	36x8P	36x8DP
Willys Six 98 B	½	525	Own 98 B	6	3¼x3⅞	25.35	Pb	Til	Vac	Aut	Own	U	3	Own	Sp	14.28	4	B	110	1904	5.50x19	5.00x19
Willys Six C-101	1½	695	Own 98 B	6	3¼x3⅞	25.35	Pb	Til	Vac	Aut	Own	U	4	Cla	Sp	42.33	4	B	131	2740	5.50x20	30x5
Willys-Knight T-103	1½	825	Own KGT	6	2⅞x4⅜	20.7	Pb	Til	Vac	Aut	Cov	U	4	Cla	Sp	42.33	4	B	131	2848	5.50x20	30x5

GENERAL NOTATIONS

*†REFFRENCE MARKS apply to individual lines only and explanations are given under the subdivision for each company in the "SPECIAL NOTATIONS."

CAPACITIES given in this table are in tons or fractions of tons. *Shows maximum allowable gross weight in pounds.

WHEEL BASES given are standard, but optional wheel bases are available in many cases.

ENGINE—Bud, Buda; Con, Continental; Her, Hercules; Kgt, Knight; Lyc, Lycoming; Wak, Waukesha; Wis, Wisconsin; Hall, American Car & Foundry.

LUBRICATION—Pb, pressure lubrication to main and connecting rod bearings; Pw, full pressure lubrication to all main, connecting rod and camshaft bearings, including wrist pins; SC, circulating splash; Sp, splash.

CARBURETOR—Car, Carter; Mar, Marvel; Sch, Wheeler-Schebler; Str, Stromberg; DL, Detroit Lubricator; Til, Tillotson; Zen, Zenith-Detroit.

FUEL FEED—Gra, Gravity; Vac, Vacuum tank; P, Fuel pump.

IGNITION — AB, American-Bosch; Aut, Electric Auto-Lite; Eis, Eisemann; L-N, Loece-Neville; N-E, North East; RB, Robert Bosch; DR, Delco-Remy; Mag, Magneto.

TRANSMISSION—Br, L, Brown-Lipe; Cov, Covert; Ful, Fuller; Mec, Mechanics Machine; Mun, Muncie; W-G, Warner Gear; Cotta, Cotta Gear Company.

LOCATION—C, center, amid; U, in unit with engine; J, on jackshaft.

REAR AXLE—Cla, Clark Equipment; Col, Columbia; Eat, Eaton; Sal, Salisbury; Tim, Timken; Wis, Wisconsin.

FINAL DRIVE—IG, Internal gear; St, Straight bevel; Sp, Spiral bevel; Wo, Worm; 2R, Double reduction; Ch, Chain; R, Relay drive.

BRAKES—J, Jackshaft; R, Rear wheels; D, Drive shaft; 4, four-wheel; Tr, Transmission; V, Vacuum booster; W, Westinghouse air brake; B, Both front and rear wheels.

TIRES—B, Balloon; D, Dual; S, Solid; P, Pneumatic.

SPECIAL NOTATIONS

AMERICAN-LA FRANCE

*Chief model also available as 2½-ton model, 34x7 tire, dual rear, weight 6,400. Price $3,900

Chieftain model also available as Dump Truck, 160-inch wheel base.

Balloon tires optional on Chief, Chieftain and Big Chief models.

AUSTIN

*Price includes body.

AUTOCAR

*Engines in these models are located under the driver's seat.

DURANT LINE

*Price includes panel body.

DODGE

Dodge Model F 36 A to D is available on 165-inch wheel base. Model F 41 A to E is available on 165-inch wheel base. Model F 61 A to E is available on 170-inch wheel base. Model F 62 A to E is available on 195-inch wheel base. F 40 A, F 60A, F 61 A, optional carburetor, Detroit-Lubricator.

F. W. D.

*Indicates six-wheel model. Special power take-off transmission, which provides 3 power take-offs which may be operated in any transmission speed, optional on all models.

*Foot brake on X6 is a Lockheed type, operating on all six wheels.

FEDERAL

*Six wheelers.

GRAMM

Series 6	Straight Rating	Add Wheel Base	Pay Load Range
B	10,000	157-174	1¾ tons
C	11,000	145-196	2 tons
D	13,000	145-196	2½ tons
E	15,000	145-196	3 tons

GENERAL MOTORS TRUCK LINE

*Capacity indicated for each chassis is the reccmmended gross weight without exceeding rated capacity of tires. The tire size does not affect the straight rating for which chassis is guaranteed and each model is designed to operate satisfactorily under average conditions with loads giving a total gross weight (chassis, body, equipment and payload) equal to straight rating given below The additional standard wheel base lengths, the number of additional tire types (tire combinations—each type carrying a recommended gross weight) and the ton range on a nominal payload basis for each model is given below.

Model	Straight Rating	Additional Wh. bases, ins.			Addit'l Tire Types	Pay'd Range
T-11	3800	None			None	½
T-15	5400	141			2	¾
T-17	6500	141			6	¾-1¼
T-19	8500	141		151	20	1-2
T-25	8500	141		152	15	1-1¾
T-30	11000	152		164	13	1½-2½
T-42	14000	152	164	181	10	2-3½
T-44	15000	152	164	181	10	2-4
T-60	18500	166¾	184½	200¼	16	2½-4½
T-82	22000	167¼	185¼	201	10	3-6
T-90	28000	201		220	5	5-7½

Optional rear axle ratios are available for all models.

MACK LINE

Other wheel bases furnished on all truck models.

On 6-wheel jobs, 4 rear wheels driven by chains, foot brake on 4 rear wheels.

HYP—Hypoid drive, single reduction.

††Made also in tractor models.

REO LINE

Model F A also available in 129-inch wheel base.

RUGBY

F—Chassis weight includes body.

STEWART LINE

Model 30 and 30X can also be supplied in 129 and 140-inch wheel base.

Model 40 can also be supplied in 140 and 160-inch wheel base.

*Model 34X can be supplied in 145, 160 and 176-inch wheel base.

Model 28X can be supplied in 145, 160 and 176-inch wheel base.

Model 29XS can be supplied in 160 and 176-inch wheel base.

*Model 26XW can be supplied in 148, 176 and 190-inch wheel base.

*Models 18X, 32X and 33X can be supplied in 148, 190 and 220-inch wheel base.

*Models 19X, 31X and 27X can be supplied in 148 172, 190, 220 and 235-inch wheel base.

As optional equipment models 18X, 19X, 33X, 31X and 27X can be supplied with Timken dual reduction rear axle.

STUDEBAKER LINE

*Capacity model GN-N is 4,000 pounds for body, cab, driver and payload.

Maximum gross load, chassis, body and payload for Models 77 and 88 is 12,500 lbs. and for Model 99 is 14,000 lbs.

‡Hand brake same as foot brake, standard. Hand brake on drive shaft, special equipment.

BARNETT IS CHARTERED

Hoboken, N. J., Sept. 18.—Sam Barnett Auto Parts, Inc., jobber, has been chartered with a capitalization of $100,000 by Sidney Kleinberg, Henry Joseph and Harriet Greenberg.

TEXAS DEALER ACCEPTS BALED COTTON ON SALES

Wichita Falls, Tex., Sept. 18.—Ben Lockhart of the L & M Auto Market, 607 Lamar St., announced that he would accept one bale of cotton at 15 cents per yound on all used car sales made at his place. He is the first used car dealer here to put on the exchange feature and it is proving popular with the cotton farmers.

CHICAGO ROAD BUILDING MATERIAL WORKERS BUSY

Chicago, Sept. 18.—With highway builders rushing road construction work at a faster pace than at any previous time this year, shipments of concrete aggregates from the plants, pits and quarries in this district have been carried on at a capacity rate. Reports from these sources tell also of unusual activity on street paving jobs and public works projects. All contractors are taking heavy deliveries on their cement, sand, gravel and crushed stone orders.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

WEEKLY BUSINESS INDICATORS

REPRODUCED BY ARRANGEMENT WITH THE SURVEY OF CURRENT BUSINESS

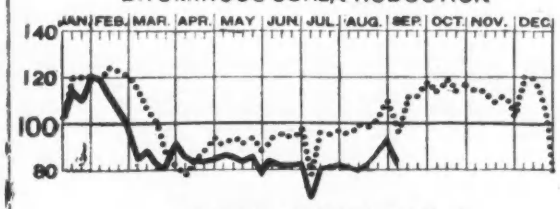
U. S. DEPARTMENT OF COMMERCE

DATA PLOTTED, WHERE AVAILABLE FOR WEEK ENDING SEPT. 13, 1930

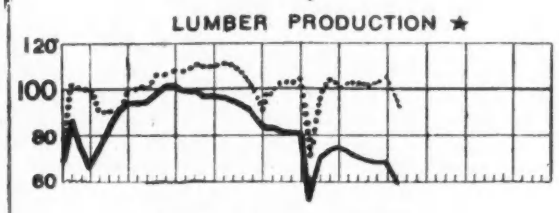
WEEKLY AVERAGE, 1923-1925, INCLUSIVE =100

-LEGEND-
1929
1930

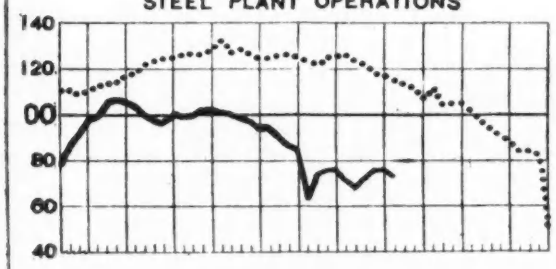
BITUMINOUS COAL, PRODUCTION



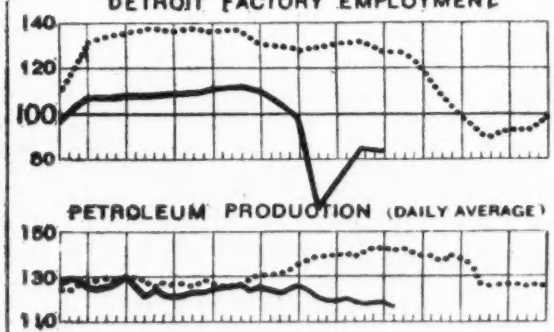
LUMBER PRODUCTION ★



STEEL PLANT OPERATIONS

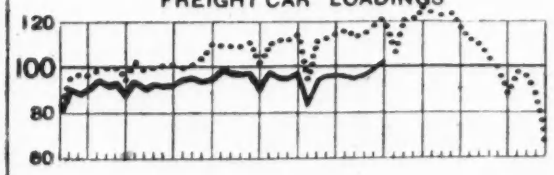


DETROIT FACTORY EMPLOYMENT

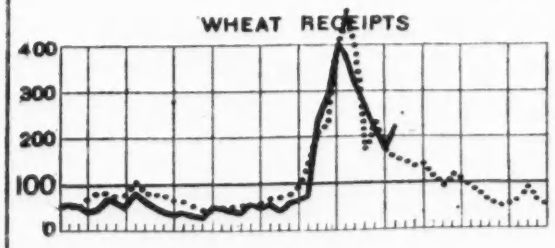


PETROLEUM PRODUCTION (DAILY AVERAGE)

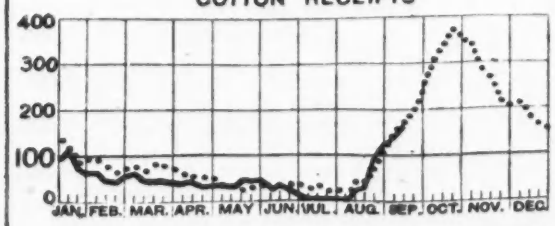
FREIGHT CAR LOADINGS



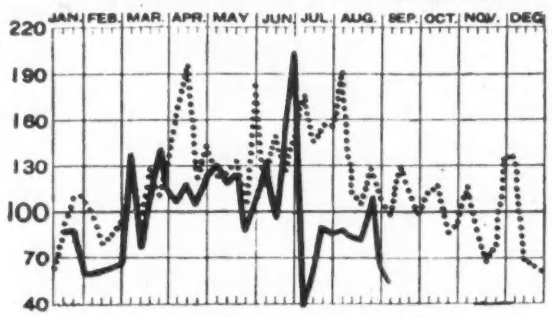
WHEAT RECEIPTS



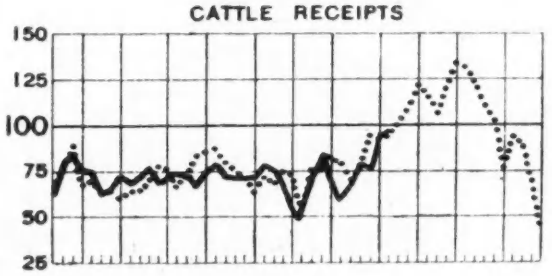
COTTON RECEIPTS



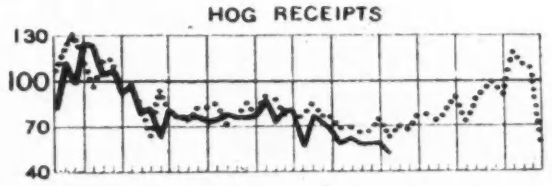
BUILDING CONTRACTS (DAILY AVERAGE)



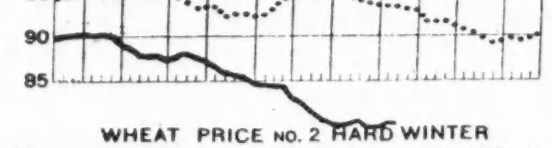
CATTLE RECEIPTS



HOG RECEIPTS

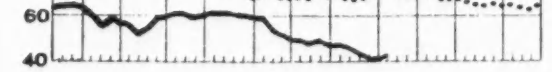


FISHER'S WHOLESALE PRICE INDEX



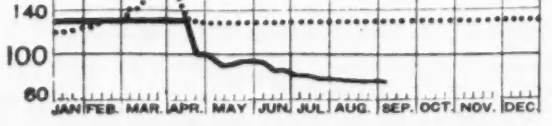
WHEAT PRICE NO. 2 HARD WINTER

COTTON PRICE MIDDLING, NEW YORK

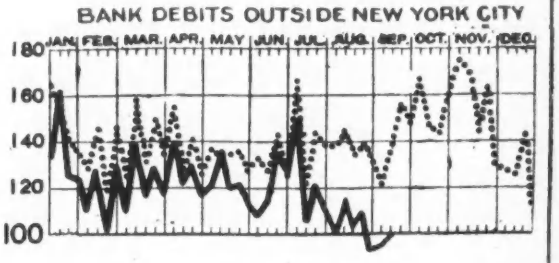


IRON AND STEEL COMPOSITE PRICE

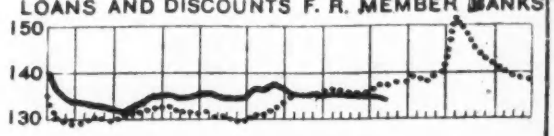
COPPER PRICE ELECTROLYTIC



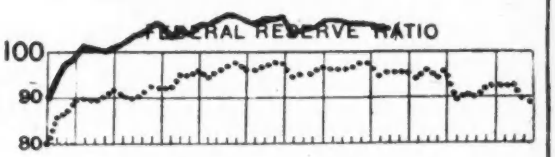
BANK DEBITS OUTSIDE NEW YORK CITY



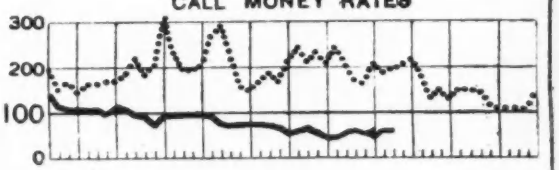
LOANS AND DISCOUNTS F. R. MEMBER BANKS



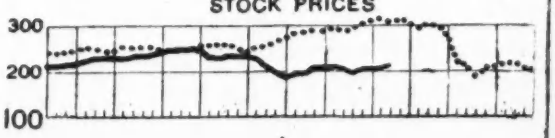
FEDERAL RESERVE RATIO



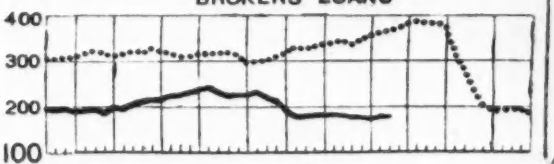
CALL MONEY RATES



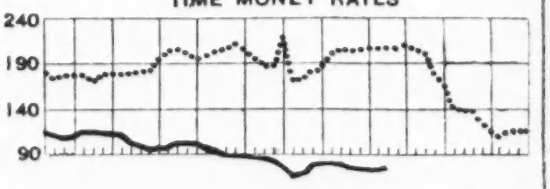
STOCK PRICES



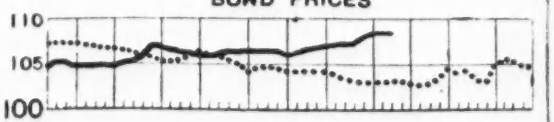
BROKERS' LOANS



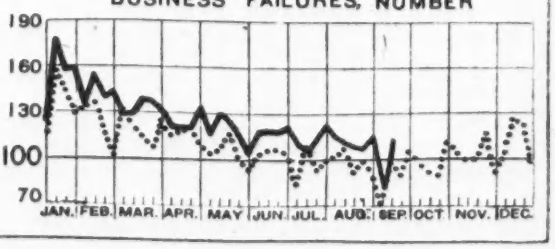
TIME MONEY RATES



BOND PRICES



BUSINESS FAILURES, NUMBER



★ RELATION TO WEEKLY AVERAGES 1927-1929 PER WEEK SHOWN.

Service Notes

Bloomfield, N. J., Sept. 18.—The northwest corner of Bloomfield and Newark Avenues here has been leased for ten years to the Texas Oil Company of New York by the Bloomfield Automobile Corporation with an option to purchase during the term of the lease.

London, Ont., Sept. 18.—E. M. Stryker has leased the Imperial service station at 423 Wellington St., London, oldest automobile supply house in this city. The new owner will offer motorists a flat rate on monthly service, which will include regular greasing, washing, oil changing and all inspections which are necessary.

Newark, N. J., Sept. 18.—Charles H. Kingsbury, president of the Brooks & Kingsbury Tire Company, Kelly-Springfield distributor for New Jersey, held a fall sales meeting in the company offices, 403 Plane St. Robert B. Hastings, district manager of the Kelly-Springfield Tire Company, and Sam Oplinger, staff representative, attended. Mr. Kingsbury told the men that local Kelly tire sales were more than 20 per cent. ahead of 1929.

Birmingham, Ala., Sept. 18 (UTPS).—Ernest Greene was recently appointed manager of the Bessemer, Ala., store of the Redmont Tire Company, Goodyear distributor in this territory.

43% AHEAD OF LAST OCTOBER

Here's *something to think about when you plan advertising for* 1931

TODAY True Story magazine is enjoying the greatest prosperity in its history.

The October, 1930, issue, just off the press, is the largest ever published.

In advertising revenue it is 43% ahead of the same month one year ago.

In pages of advertising it is 33% ahead of last year.

Newsstand sales for the first six months of 1930 are the largest in its history.

The July issue (latest issue for which complete figures are available) shows an *increase* of 145,000 copies over last July.

The public pays more than $500,000 over the newsstands each month to read True Story.

This is more money than the public pays for any single issue of any other magazine in the world.

It is twice as much money as the public pays for any other magazine *at the newsstand.*

It is more than the public pays at the newsstand for the other six major women's magazines combined.

Isn't it quite obvious, from such figures as these, that the leading advertisers of America know their business when they buy True Story Magazine circulation?

They know that this circulation is alive, active, able to buy at the moment True Story goes into more than two million homes.

They know that the people who pay 25¢ apiece—to the tune of more than a half million dollars total per issue—have money to spend—extra money—right at the moment the magazine appears on the newsstands.

A market that no other magazine reaches

More than this, these advertisers know that there is no other way under the sun of reaching this group of buyers through magazines for the same low cost.

Four of the leading weekly magazines combined would reach less than 24% of them.*

The six other leading women's magazines combined would reach only 18% of them—and 78% of True Story readers are housewives.*

What is the measure of this mighty market, almost untapped by other magazine circulation?

One third of True Story's readers own their homes.*

Over 97% live in homes wired for electricity.*

Almost half of them own radios—more than half have automobiles.*

According to figures compiled in April of the present year,* their combined annual buying power is almost 5 billion dollars, of which a good 2 billion is spent for food alone.

Here is a generous slice of the market where volume buying occurs—the kind of people who consistently buy 55% of all retail merchandise sold in this country—the folks you must reach and sell if 1931 quotas are to be met and 1931 dividends paid.

It is today a tried and tested market—a tried and tested magazine. We can submit no better proof than the who's who of full page advertisers in the record-breaking October issue.

Advertisers who want to make their 1931 expenditures reach the farthest and who must make every dollar bring the surest returns, are invited to weigh these facts carefully when they prepare their 1931 lists.

Full page advertisers in OCTOBER TRUE STORY

Armand Powder
Aunt Jemima
Camel Cigarettes
Chase & Sanborn's Coffee (2 pp.)
Chesterfield (2 pp.)
Colgate's Dental Cream
Crosley Radio
Cutex
Eagle Brand Milk
Ex-Lax
Fleishmann's Yeast (2 pp.)
Ford
Grape-Nuts
Hoover Cleaner
Ipana Toothpaste
Jell-O
Johnson & Johnson
Kellogg's
Kiss-proof
The Laundry Owners National Association
Life Savers
Listerine
Listerine (toothpaste)
Lucky Strike Cigarettes
Lux
Lux Toilet Soap
National Bellas Hess Co.
Old Dutch Cleanser
Old Gold Cigarettes
Palmolive
Pepsodent
Philco Radio
Pompeian
Pond's Cleansing Tissues
Pond's Extract Company
Postum
Quaker Oats
Rigaud
Rinso
Royal Baking Powder
Royal Gelatin
Seventeen (toiletries)
Spud Cigarette
Vaseline
Veldown
Wrigley's

As well as such 2-column advertisers as:

Banana Growers Association, Borden's, Cheramy, Cleanliness Institute, Cocomalt, Diamond Dyes, Dr. Lyon's Tooth Powder, Fels Naptha, Gold Dust, Hind's Cream, Jocur, Johnson's Wax, Kalamazoo Stove, Karo, Kleenex, Knox Gelatine, Kotex, Linit, Lux, Mennen's, Minute Oat Flakes, Mulsified Cocoanut Oil Shampoo, Odorono, Ovaltine, Pebeco, Post Bran Flakes, Princess Pat, Pro-phy-lac-tic Brushes, Sears Roebuck, Selby Shoe, Singer, Squibb's, Tangee, Tek, Vantine, Wheatena and others to the total of 100 pages.

*SOURCE: *Analysis of the circulation of True Story, made for the Association of National Advertisers, Inc., by Daniel Starch, Ph. D., and dated April 15, 1930*

TRUE STORY

THE LARGEST NEWS DEALER SALE IN THE WORLD